

SEARS, ROEBUCK AND CO.



Spring and Summer
1941

CHICAGO

SATISFACTION GUARANTEED
OR YOUR MONEY REFUNDED



THE GEES: HERMAN, DONNIE, SONNY, GLORIA, MARILYN, HERNICE



THE BOLLINGERS: JEAN, ELAINE, SUSAN, ALLEN, OTTO

THESE ARE THE PEOPLE WHO BUY FROM SEARS

By and large, Americans are pretty friendly folks. Most of us can slip next door and borrow a cup of sugar or ask the neighbors down the road to help out when one of the children is ill.

But how well do we know those other "families next door"—the ten million families who also buy from Sears, Roebuck and Co.? What do they look like, talk about, believe in? How do they live? What are their aspirations? How do they spend their money?

We wanted you to know them better. So we set out with photographers and equipment to visit two good Sears families—the Bollingers who live in town, and the Gees, sturdy representative farmers. For weeks we lived with them, shared their experiences, saw in ways large and small how Sears helped solve their every-day problems.

One evening, when supper was over and chores were done, Herman Gee told us how much he thought of our guarantee, though they hadn't returned an article he knew of during the last three years. And Bernice Gee, his wife, looked up from her mending to say how much easier our Store-Dor tabs had made her shopping.

We sat in the Bollinger living room, and heard them tell how they budgeted their spending with the help of our Easy Terms. Bud Bollinger pointed to the Silvertone. It was a better radio, he said, than they could have afforded any other way.

Here, certainly—in these two families—is a good cross-section of America. Visit them on the pages following. You'll see yourself in pictures. For the Gees and Bollingers are *all of us*.

We guarantee to save you money. We guarantee to satisfy you. We guarantee that every article in this catalog is honestly described and illustrated. We guarantee that any article purchased from us will give you the service you have a right to expect. If for any reason whatever you are not satisfied with any article purchased from us, we want you to return it to us at our expense. We will then exchange it for exactly what you want or refund your money, including any transportation charges you have paid.

Sears Easy Terms apply to everything we sell. See Inside Back Cover . . . Sears exclusive "Store-dor" Index Tabs make shopping easy . . . For complete index and information, turn to How to Order, Index "Store-dor"



FOR THREE GENERATIONS WE'VE SERVED FARM FAMILIES LIKE THE GEES

JUST a mile and a half from the four-lane highway, on a newly concreted stretch of road, you'll find an ageless two-story white frame house. Around it is a group of trim farm buildings, ample but not impressive. The name on the mail box will read HERMAN GEE. From the chimney, smoke curls into the summer sky and you know "the kettle's on". The cluster of trees to the north will do yeoman duty when the chill winds sweep down from Medicine Hat next winter. The fields, now green and gold, stretch 160 acres South and East and West. The brook down past the barn shimmers in light and shadow.

You can understand why the Gee Clan "comes home" of a Sunday. For this is where Grandfather George Gee brought his bride so many years ago. This is where the Gee children were born and where Herman, the youngest of them, brought his bride 12 years ago. It's "Herman's place"—but it's home to all the Gees.

We're glad that the Sears-Roebuck Catalog is a welcome guest there today as it has been for twenty-five years. And, glad that our Big Book has played its part in making life just a bit more enjoyable for the Gees—and the folks like them all over America.



A flock of Plymouth Rock hens (Sears brooder raised) and a little girl like Gloria to feed them would make a good magazine cover



Good cattle, good feed, and a good paint like Master-Mixed are an investment that pays dividends to any farmer, says Herman



You can't tell Sonny that all it takes to be a good musician is lots of practice—he's tried it



No tips go to the shoe shine boy who does his regular Saturday afternoon chore on the back door stoop at Herman Gee's house



"You were my queen in calico" might well have been written to young Gloria Gee, who takes her school days seriously—sometimes



It's five years since we got the order for Gee's harness, but you'd guess it was bought last season



Pride of the Gee farm is the Brown Swiss herd which Sonny guides home from the pasture at night. Butterfat production of two of his prize cattle is so great that Herman Gee recently turned down a tempting \$1,000 for the pair. And you'll agree \$1,000 isn't "chicken feed"



Tuesday's ironing is done in half the time, thanks to the high line and Bernice Gee's new Heatmaster

THE GEES KNOW HOW TO STRETCH FARM INCOME, TOO



What the well-dressed women are wearing—as shown by Mrs. Herman Gee, who confesses she always likes the clothes she buys a little better when Herman says he likes them, too

Planning is second nature to the Gees. They run their farm that way—from the matter of crop rotation right on down to buying baby Marilyn's shoes. So it isn't surprising that they get the most out of every cent they have to spend.

Mrs. Gee is the family purchasing agent for everything except machinery and farm equipment. And her well-clothed family and comfortable home show how well she's done her job.

"You Sears people put your order blanks in the back of the book," she told us, "and maybe that's all right for most people. But for a long time I've been putting an order blank in front, so I can jot down things we're going to need as we think of them. That way, there's no last minute buying, having to drive to town and pay higher prices."

And it was a brand of common sense you'd expect from the thoroughly efficient, thrifty Mrs. Gee.



Pretty nice to have a brother in the money, says Herman with a smile to George Gee, the banker member of the Gee family



Meet the champ, says Sonny, beaming over Billie's chances to collect a 4-H ribbon at the County Fair this Fall. We would, too!



Gloria's a strict school teacher any of her dolls will testify, but they do get a lot of holidays from their front porch classroom



"Be it ever so humble, there's no place like home" to the Gees, and to all home-loving Americans throughout the land



It strikes us this cook is doing an unusual amount of tasting, but then Sunday dinner is important and one can't be too careful



Herman scratched his head about putting in Sears plumbing—until he read that we would lend him all the tools to do the job



Take a shipment of Sears Cross Country Fencing, add two fence builders like Herman and Sonny Gee—in Hercules overalls that don't know when to quit—and you've got years of protection for farmlands. Last fall Herman finished the "back forty"



Seconds for everybody! Five Gees and Rudy, the hired man, bring six healthy appetites to the dinner table



Over a foaming milk pail twice a day, young Sonny does his chores—handles himself like an oldtimer, too, Herman says



Do-re-mi-fa-sol-la-ti-da, Do-ti-la-sol-fa-mi-re-do.
Do-re-mi-fa-sol-la-ti-da, Do-ti-la-sol-fa-mi-re-do.
Do-re-mi-fa-sol-la-ti-da, Do-ti-la-sol-fa-mi-re-do



Last year Mrs. Gee put up 277 quarts of fruit, 160 quarts of vegetables, and 221 glasses of jelly. Good eating when the winter comes around!

AND WE'RE REGULAR CALLERS IN HOMES OF CITY PEOPLE LIKE THE BOLLINGERS



ALONG about the time most of us are shutting off alarm clocks, Bud Bollinger pops out of a door at the mill marked **THE SHOP**, punches a timeclock, and turns his 1936 Nash towards home, breakfast, and bed.

There's a pay envelope in his pocket Tuesdays. Not such a fat one with four grown-ups in the family and a young fellow who makes a specialty of going through shoes. But it pays the bills, with something over, thanks to the careful management of Susan Bollinger.

They dress well, these Bollingers in town. Many of their friends wonder how they do it on Bud's income. Now and then someone comes right out and asks, and Mrs.

Bollinger, with frankness born of gratitude, brings out our Big Book and lays it in their lap.

She doesn't remember when she sent her first order in—it was so long ago. But she can tell you the names of one neighbor after another she's started buying from Sears-Roebuck by mail.

We are glad that our catalog gives us daily opportunity to express our thanks, by providing at reasonable prices so many of the things that make life better. Mrs. Bollinger's friendship, and the similar experiences of thousands of American mothers like her, are about the best advertisement for Sears-Roebuck anyone could write.



Mrs. Bollinger admits that Bud's a pretty handy man to have around the house—and what's more, he gets a kick out of it, too!



"They're ball-bearings," says Allen with pride, "and I can go fast as the dickens. Wanna race?" No thanks, Allen, not today!



Susan Bollinger's both a good housekeeper, mother and citizen. For years she's been active in the P.T.A., now serves as treasurer



A little two-inch can of Muster-Mixed, a little one-inch brush, and presto—Mrs. Bollinger has a new bookcase. (Cost: 25c.)



It looks as if there'll be another dance bid for Elaine to add to the collection on her bedroom wall by tomorrow morning



"Block that kick—block that kick!" shouts Calumet High School's cheering section, led by Cheerleader Elaine Bollinger (second from left) and her three pretty assistants. For the record, we're glad to say Calumet blocked it, too, and went on to win 12 to 0.



Fudge—you guessed it! Barbara, Eddie and Russ help Elaine mix up a batch on Sunday evening. Afterwards, they'll double-date



"Pretty hand?" asks Mrs. Warren. Contract Bridge is the Bollingers' favorite game, and the Warrens their favorite opponents



Sunday morning and the Bollingers are homeward bound from church. Guess who's sporting a brand new suit of clothes?



Morning Glows on the line mark the end of a perfect day for Elaine. She loves to swim and just last Summer learned to dive



There'll be plenty of juice in the old bus when Bud hooks up that new Sears Cross Country battery that came today

THE BOLLINGERS EARN AN EXTRA \$128

MRS. Bollinger has a little black book, no bigger than 8 by 5 inches, that fits snugly into her purse (with the car keys, her compact, a hanky, some loose change, and her driver's license). She calls it "black magic". We thought, of course, it had something to do with tricks, and told her so

"You're right," she said, "it is a trick—the trick of earning money, real money, just by taking up the catalog in our spare time and reading it!

"Years ago we discovered that the pages of the catalog are filled with ways to add to our income, if we take the time to look. Many of them represent small savings in themselves, yet over a year's time they make a tidy sum. Take motor oil, for example"

Mrs. Bollinger opened her black book. "Bud always paid 85¢ a quart. Last year he bought the same grade, 100% Pure Pennsylvania, from Sears Mail Order for 15¢—a saving of 10¢ a quart. Roughly, he drove 10,000 miles and used 55 quarts of oil. There's \$10.67 he earned right there"

And the little book is filled with stories like it. There's a page for toothpaste, another for hosiery, underwear, Bud's shirts, Allen's shoes, and dozens more. Each purchase from Sears is duly recorded, together with the price the Bollingers would have had to pay for the same item elsewhere. "The catalog always makes good reading," says Mrs. Bollinger with a smile, "but it's twice the fun when you know you're getting paid for it!"



Bud is a farmer—in a fifty-foot lot sort of way, believes in good tools like Hercules and takes good care of them



Choc'late sodas—m-m-m-m! Perched on a drug store stool, Elaine models clothes selected by Sears clever Junior Jury



"Man works from sun to sun, but darning is a job that's never done," extemporizes Susan Bollinger as Bud reads his paper



Elaine gets a lesson in homemaking from her mother as they make a new slip cover for Dad's easy chair. "When you're handy with a needle, it's no trick at all," says Mrs. Bollinger. The material cost them just \$3.36 at Sears



Hamburgers in their own backyard is the Bollingers' idea of paradise. Bud built the open fireplace last summer and right up until cold weather there were Saturday night feasts like the one you see in the picture above



"Say where!" says Bud and we couldn't resist taking his picture as he helplessly tries to help Mrs. Bollinger at housecleaning time



Two good-looking rucketeers, Jean and Elaine Bollinger wait their turn for a tennis court dressed in good-looking Sears sports apparel



Fine feathered friends of the Bollingers will have a new home in the backyard this Spring, made in Bud's Craftsman power tool workshop

Opening the Store of Fashion

WITH YOUR FAVORITE ARMY AND NAVY BLUES
THE MOST BECOMING COLORS YOU CAN WEAR



The first section of this great catalog is devoted to apparel for Women. Misses and Junior sizes ranging from new and smart and pretty for Spring and Summer, even to the very latest in style, everything backed by Sears and Roebuck's guarantee. And remember Sears Easy Payment Plan is available on orders of \$10 and more. So you can have a complete wardrobe now, and pay for your new clothes while you pay for them. Why not build a wardrobe around one of these lovely new blue outfits?

THE ENSEMBLE Perfect for the day or night wear. A new separately made dress with a white collar and cuffs and a white band at the hem. Colors: Navy Blue, White, Navy Blue, White, Navy Blue, White. Size Range: 14 to 22. State size, color and price. Page 28.

Colors: Navy Blue, White, Navy Blue, White, Navy Blue, White. Size Range: 14 to 22. State size, color and price. Page 28.

• 31 M \$490 - 2-piece dress with white collar and cuffs. Navy Blue, White. Size Range: 14 to 22. State size, color and price. Page 28.

• 31 M \$602 - 2-piece dress with white collar and cuffs. Navy Blue, White. Size Range: 14 to 22. State size, color and price. Page 28.

• 31 M \$691 - 2-piece dress with white collar and cuffs. Navy Blue, White. Size Range: 14 to 22. State size, color and price. Page 28.

For more information on these and other items, see the separate pages. For more information on these and other items, see the separate pages. For more information on these and other items, see the separate pages.

THE HAT A lovely young girl's hat. Navy Blue, White. Size Range: 14 to 22. State size, color and price. Page 28.

THE HANDBAG A new specially made handbag. Navy Blue, White. Size Range: 14 to 22. State size, color and price. Page 28.





THE DRESS a longer steel tube, making it a less bulky and more comfortable than the previous model. The new design is made of steel, which is more durable than the previous model. The new design is made of steel, which is more durable than the previous model. The new design is made of steel, which is more durable than the previous model.

Colors 24 colors to choose from. The colors are: black, white, red, blue, green, yellow, orange, pink, purple, brown, grey, silver, gold, and many more.

Mount Size Range 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100.

Price \$14.99. **Shipping** \$6.99.



Press as above in Better Quality All Rayon Knitted Jersey to size
 100% Rayon State size and color
 ◆ J1 H 5402 100% Rayon Knitted Jersey to size \$3.98

see came in person. Size: 1700 Age: 20 days
19 see June 13, 1964. See also Page 10

Junior Jury Fashions

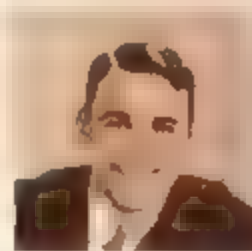
HERE BEGIN THE CLOTHES OF OUR ORIGINAL JUNIOR JURY GIRLS
... EVERY ONE APPROVED BY MEN WHO KNOW WHAT THEY LIKE



Remember Sears original Junior Jury Girl who was down on her tummy designing clothes for you last season? Remember how we polled the Juniors of America on fashions the season before? NOW we consult the Men Who Really Matter—the young men of America, whom nine out of ten young women want to please. "How do you like slacks?" we asked them. "And what is your favorite color?" And we went on, asking questions, getting opinions about everything that matters in a girl's

clothes for 1941. So now Sears, Roebuck and Co. are in a position to speak with authority on what *He* likes as well as what *She* prefers. Out of hundreds of young men who answered our questionnaires we've picked a committee of four as representatives. They hail from various parts of the country, they work at different kinds of jobs, they're old enough to know their own minds—and they approve the Junior Jury fashions on the 10 pages that follow. Junior Jury Fashions, remember, are for anyone who can wear Junior sizes—for which see Size Scale, Page 20.

For Junior Handbag with lucky rabbit's foot (49c) see Handbag Pages. Sunset Rose Gloves, matching dress on opposite page, are 79c pair—see Glove Pages. For Simulated pearl necklaces see Jewelry Pages.



Milton Waller, Buffalo, N.Y.
Artist, Age 26. Graduate
Syracuse University. Hobbies:
Hunting, Fishing.



Charles E. Devlin, New York
City Actor, Age 26. Graduate
Syracuse University.
Hobby: Golf.



J. Frank Duffy, Jr., Holland,
Mich., Student, George-
town University. Age 21.
Hobbies: Sailing, Writing.

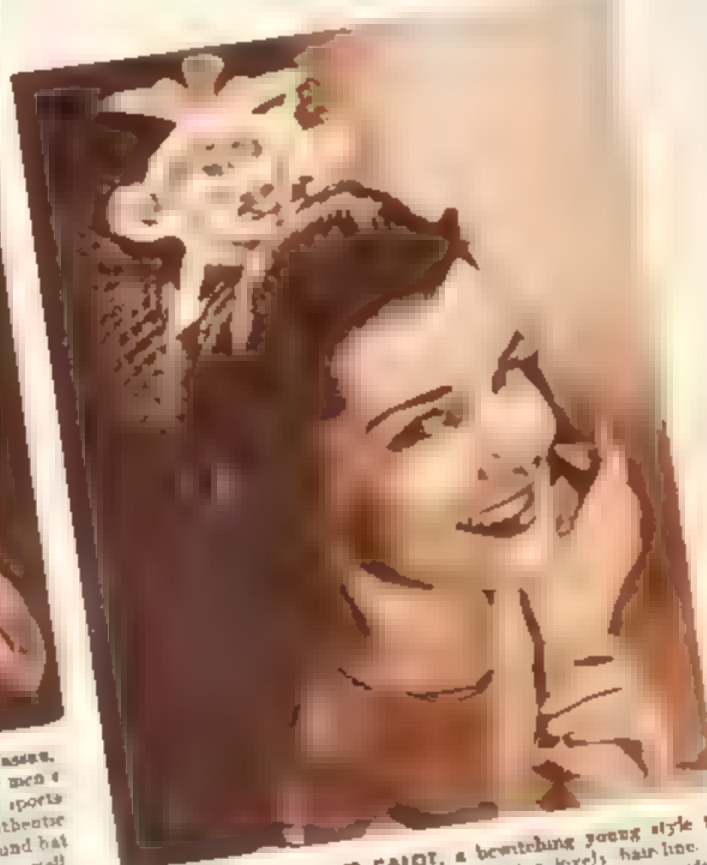


Mervyn Wald, Beverly
Hills, Cal. Screen Writer.
Age 24. Graduate Brook-
lyn College, N. Y. U. and
Columbia. Hobby: Bowling.



GENUINE HAND-WOVEN COCOANUT—woven in Nassau, by Bahama Island natives, made like a man's hat over men's blocks—a casual bonnet shape you can wear with sports clothes and just as smart with a dressier outfit. The authentic Cocanaut Straw like this model is the smartest all-around hat a Junior can own and this is a remarkable Sears value as well. Colors: Natural Cocanaut Brown with puggster "band," in shade of Earth Brown. Navy Scarlet Re. 3rd Style. color of puggster. Shipping weight each 14 ounces.
78 H 1260—Fits 21½ to 22-inch headsize
78 H 1270—Fits 22½ to 23½-inch headsize

\$1.69



GENUINE STRAW BRAID CALOT, a bewitching young style to set off your new pompadour or bring out a lovely hair line. A frankly frivolous daisy hat for important occasions—a perfect Easter bonnet. The straw braid, beautifully woven and shaped, is trimmed with a girlish velvet flower on which a little velvet "bird" perches—the whole muted in flattering rayon veiling. Colors: Sunset Rose. In color on Page 14. Brown. Navy or White. Straw color. Shipping weight 12 ounces.
78 H 1280—Fits 21 to 22½-inch headsize

\$1.39

Date-and-Dash Dresses

"When I date a girl, I like her to dress-up in something soft and pretty," says Juryman Frank Duffy. "These fluttery collars, trick bows and belts make a great hit with me."



Time to Dress Up

\$3.98 Celanese Rayon
Cape Romaine

This fun new dress in this over-the-top quality fabric is a wonderful value. The rich, figure-flattering details usually cost you much, much more anywhere but a Sears-Roebuck. There's fine shirred trimming on a neckline edged with butter-ruffles of cotton. Press buttons go all in a row on the bodice and outline the high-rising "on top of the knee" skirt. Even slimmer yoke back. Your waistline does a disappearing act with the tie-back sash.

Colors: Navy Blue, Sunset Rose 429
Cape Blue 607 or Black Juniors' Size (Not Age) Range 11-19 Size 16-19 State size, color, Page 20 Ship w/also Box
◆ 31 H 5413 \$3.98

Bolero Jacket With Dress

\$3.98 Rayon French-type Cape

Pray, pretty monotone print dress with a separate sleeveless bolero top and a great removable white organza ruffled collar and cuffs give that "dapper" glow. Buttons line up on the mounted bolero. Below the bolero's short, new lowered neckline, a fashion's mart up front pleated skirt. Well-matched belt. A great deal at its price. Buy best for your friend. Rayon French-type Cape. The price is your secret. Hand washable. wear 11-19.

Colors: Bright Blue, Sunset Rose, Navy Green, Grounds, each with white print. Juniors' Size (Not Age) Range 11-19 State size, color, Page 20 Ship w/also Box
◆ 31 H 5410 2 Pieces \$3.98

Dress With Slip

\$3.98 Our Best Rayon Chiffon

If he fails for pretties, he'll fail for this box-streiter dress. His lovely figure's sure to be in the "right" place. It's beautiful, high-waisted, no photo can ever show it justice. Draped V-neck, large, covered shoulder straps, a row of buttons on the flare skirt pockets. Two-color rayon cross-grain bolero. Rayon Tulle slip. Colors: Bright Green, Navy Blue, Navy Green, Grounds, each with white print. Juniors' Size (Not Age) Range 11-19 Ship w/also Box. State size, color, Page 20 Ship w/also Box
◆ 31 H 5420 2 Pieces \$3.98

Dainty Shirred Net Yoke

\$4.98 Celanese Rayon Cape Romaine

THE dress for THE important date. Breath-takingly beautiful with its shirred, fine cotton net yoke both back and front and rayon velvet collar. Richly shirred and draped bodice, tucked sleeves. Rise, princess flared skirt. Crown slip placket. Tie-back sash. Our best Celanese Rayon Cape Romaine. Wear from one end of the clock to the other. Colors: Navy, Sunset Rose 429 or Cape Blue 607 Juniors' Size (Not Age) Range 11, 13, 15, 17, 19 Ship w/also Box. State size, color, Page 20 Ship w/also Box
◆ 31 H 5425 \$4.98

Garments on these two pages marked ◆ shipped from New York. Order and pay post age in nearest Sears Roebuck & Co. House.

Numbers after color names refer to color-graph preceding Index Pages each of book.

FOR A Junior's Busy Life

Pert little dresses with Heart-appeal. Cleverly designed to high-light lovely curves and show off a fine young figure! Easy to have on Sears Easy Terms; just read inside Back Cover.



Double-Feature Jacket Dress

Lace-Top Dress **\$5.98**
With Brief Jacket

It's a safe bet he adores you in lovely young jacket dress! Our jury-of-men roots for them! Whisk off this tailored jacket with its six pocket-tabs and nancy bow tie and you have a sheer cotton lace-top frock that makes you look still lovelier! It's sleekly fitted, a princess style, has flared gores skirt, Crown zip pocket. See in small view how sweet it looks without jacket. Our best quality Celanese Rayon Crepe L'Adore—a fabric that flatters.

Colors: Navy, Black or Cadet Blue 575, each with White Cotton Lace Sheer Top.
Junior's Size (Not Age) Range: 11, 13, 15, 17, 19. State size and color; see Size Scale, Page 20. Shipping weight, 1 pound 8 ounces.

31 H 5430 2 Pieces, \$5.98

Pleats A-Plenty

Celanese Rayon **\$4.98**
Creme Romane

You'll be a pretty eyelid in this darling new dress—and what a great big value it is! Pleats, pleats and more pleats—on the dainty ruffles of the smart convertible-collared bodice and all around the young swirling skirt. "Looks-expensive" touches! Stud-type sparkling buttons open it to waistline.

Well-made of our better quality Celanese Rayon Crepe Romane, a lovely, figure-draping fabric. Low-priced for pancake-flat parties!

Colors: Royal Blue 567, Sunset Rose 29 or Aqua 675.

Junior's Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; see the Size Scale on Page 20. Shipping weight, 1 pound 5 ounces.

31 H 5435 \$4.98

Double-Duty

COAT AND DRESS COSTUME

\$5.98 **\$9.98** **\$2.00**
Cash Down

Sail-Along Dress and Coat All Wool Coat
Sail-Along Dress

You can't miss being fashion-right if you own a two-piece costume like this! It gives you most in battery and all-round wearability. Full-length coat is fitted to-a-tee with slick set-in waistline and plenty of swish. Its black-white ruffle-pleated collar and cuffs are easily removable. The dress underneath is its "little shadow" in style with the white collar and cuffs, belted bodice line and flaring skirt. Perfect together or change-about with your other clothes. Value-plus in either version!

Junior's Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; see Size Scale, Page 20. Shpg. wt., each, 2 lbs. 4 oz.

2 Dress and Coat of Dotted Spun Rayon Sail-Along

White dots on sparkling colors: Kelly Green, Copan Blue or

31 H 5440 2 Pieces complete for only \$5.98

31 H 5443—Navy Blue Coat with White polka-dotted Powder

Blue Dress. Easy Terms, Inside Back Cover. Cash, 2 Pcs., \$9.98

Happy-Go-Lucky New Dresses for Juniors

The Original Junior Jury Girl in Sears Junior Fashions. Now a far-famed Junior model... she first appeared on Sears Junior Jury pages; wore our clothes, helped to design them. Watch for her on the pages that follow.



Sears Original Junior Jury Girl



Banner-Bright Stripes

\$2.98 Our Best Rayon \$3.98 Value

Open neckline on a shirtwaist dress. Shirred skirt belt with wide mock fl. Crown top placket. Our best linen washable rayon dress. Rayon Crepe Supreme creamy smooth, wears beautifully. Colors: Brown and White. Red and White or Navy Blue and White stripes. Juniors' Size Not Age Range 1 13 15 9 State size, color. Size Scale. Page 20. Shipping weight, 1 lb. 6 oz. ♦ 31 H 5443 \$2.98

Jacket, Skirt, Beanie

\$3.98 Spun Rayon \$4.98 Value

Two colors, wear as suit. Bow and button jacket with wide waistband. Knee-length skirt. Beanie. Navy Blue and White. Colors: Crown top with velvet. Blue and White. Colors: Pink 357 with Brown skirt or Maroon. Juniors' Size Not Age Range 1 13 15 9 State size, color. Size Scale. Page 20. Shipping weight, 1 lb. 4 oz. ♦ 31 H 5450 3 Pieces \$3.98

Wee-Waisted Dirndl Dress

Two Fabrics **\$2.98** Each
Print or Plain

Lastest shirring to go your want and gives this dress a perfect gathering. White rayon or blue rayon. Toy bow tie in gilt pin. In two fine fabrics, usually found in \$3.98 dresses. Juniors' Size Not Age Range 1 13 15 9 State size, color. Size Scale. Page 20. Shipping weight, 1 lb. 4 oz. Crown Tied Rayon French-type Crope ♦ 31 H 5455 Upper Rayon Blue Green Colorful print, hat, washable \$2.98. Colonnade Rayon Crope Sereno ♦ 31 H 5458 Jacket Bow 425 (adul Blue or Aqua 675 \$2.98

Sharkskin—Plain or Checked

\$2.98 Extra Special \$3.98 Value

Dazzle is what you want and get in this smooth Rayon Sharkskin dress. Square neckline, full sleeves and stand-offish mock pocket flaps sprout feebly ruffles edged with contrasting embroidery. Back trimmed to the waist belting in front. To back seam. Skirt is shirred in front for fashion's prized fullness. The price? "Way under a bet for his quality!" Juniors' Size Not Age Range 1 13 15 17 19 State size, color. Size Scale. Page 20. Shipping weight, each, 1 pound 8 ounces. ♦ 31 H 5460 Plain Colors White with Red trim or Aqua 675 with Brown trim \$2.98 ♦ 31 H 5463 Woven Checks Black and White or Red and White. White and Red trim, \$2.98

Look Casual . . . SAYS THE JURY!

"I like girls' clothes that look cute without having frills and fanciness," says Jury-man Mal Wald, of Beverly Hills, "and the brighter the colors, the better I like 'em!"



Contrast Color Inserts

Celonese Rayon Crepe Romaine \$3.98

Smooth sailing for you in this princess dress with gay contrast in the jaunty sailor collar, and godet inserts in the breezy skirt. Sleek fit through waistline. Our better quality Celonese Rayon Crepe Romaine with tiny white stars applied on dark, and color scheme reversed on collar and godets.

Colors: Navy, Kelly Green or Scarlet Red each with White stars (trim in reverse).

Juniors' Size (Net Age) Range: 11, 13, 15, 17, 19. State size, color; see Size Scale on Page 20. Shpg. wt., 1 lb. 6 oz.

◆ 31 H 5463 \$3.98

New 1941 Color Scheme

Celonese Rayon Crepe Serease \$2.98

Dark vs. light color-craze is shown at its smartest in this Junior recess dress. Yours for the lowest possible price! Pointy collar, puff sleeves, gift military bottoms. Set-in shoulder yoke, fitted belt. Upturned pleats in skirt front. Smooth Celonese Rayon Crepe Serease.

Colors: Copen 607 with Cadet Blue 575; Coral Pink 357 with Earth Brown 221 or Pastel Beige 656 with Black. Juniors' Size (Net Age) Range: 11, 13, 15, 17, 19. Size Scale, Page 20. Shipping weight, 1 pound 6 ounces.

◆ 31 H 5470—State size, color. \$2.98



California-type Cotton

Perfect Fabric for This Dress!

Sanforized-Shrunk \$1.98

A darling princess dress steals its eye-appeal from a sailor's tags . . . even to the tie loop and stripe braid! Cut along lines that follow your figure until the skirt flares out neatly. Beautifully detailed yoke collar. Embroidered eagle-emblem patches on right sleeve.

A \$2.98 value in this wonderful new California-type yarn-dyed Woven Cotton . . . a very, very smart fashioner indeed! Sanforized (maximum fabric shrinkage 1%). Wash in Lux ends to keep it fresh and dainty.

Colors: Eosin Blue with White Trimming. White with Red Trimming. Juniors' Size (Net Age) Range: 11, 13, 15, 17, 19. State size, color; see Size Scale on Page 20. Shipping weight, 1 pound 2 ounces.

◆ 31 H 5475 \$1.98

Choice of Two Fabrics!

Sheer Muslin or Sanforized Poplin

Dressy Style \$1.98
In Pretty Print Each

The merry say, "Please, be feminine." Here's how, in a cheerful print dress sparkling with fresh white embroidered organdy yoke, cuffs on uppy sleeves and pouch pockets. Slim-fit bodice, dancing wide skirt!

A hard-to-beat low price for such quality workmanship. Have it in either of two luscious cottons—fashion first in style and wearability.

Colors: Rose, Sailor Blue or Aqua Green Grounds, each with White print. Juniors' Size (Net Age) Range: 11, 13, 15, 17, 19. State size, color; Size Scale, Page 20. Shpg. wt., ea., 1 lb. 2 oz.

Our Best Quality Cotton Poplin Sanforized-Shrunk (maximum shrinkage 1%). Wash in quick, safe Lux. ◆ 31 H 5480 \$1.98

Our Best Quality Sheer Muslin ◆ 31 H 5483 (Not Sanforized) \$1.98

Numbers after color names refer to Color-Graph preceding first Index Page at back of book.

You can have prettier clothes . . . and more of them . . . when you use Sears Easy Payment Plan, explained on the inside Back Cover.



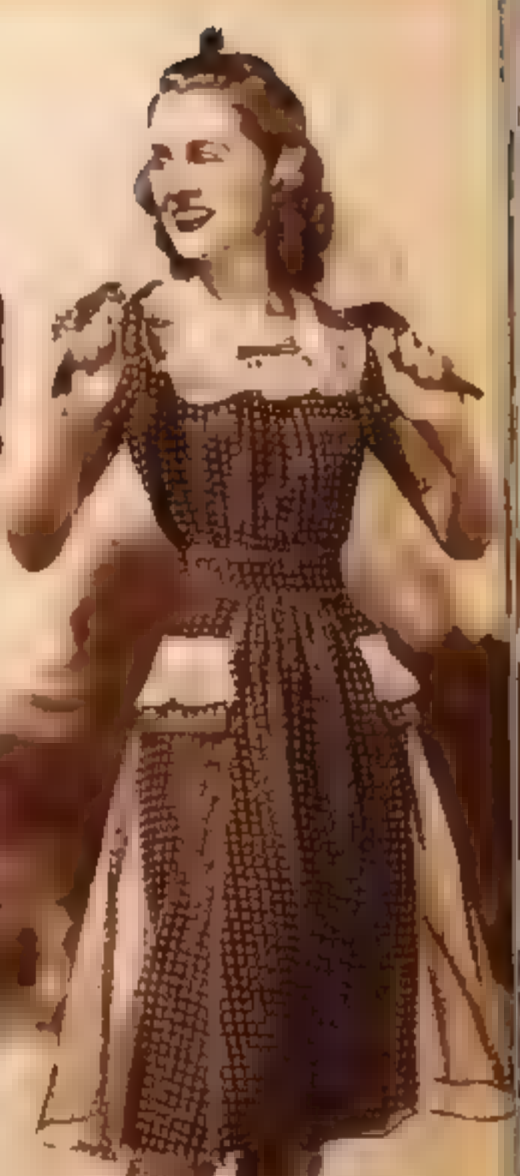
(A)
Striped
or Dotted
Spun Rayon
Rambelle
or Checked
Rayon Taffeta



(B)
Dotted
or Plain
Spun Rayon
Rambelle



(C)
Granit-spun
Rayon



(D)
Sheer Rayon
Marquisette

Slip
included



\$1.98
Each
Value \$2.98

Any 2 for \$3.89

"They're Bargains"

SAY JUNIORS WHO SEE THEM!

"Date, business and school styles in a fashion parade of fine Rayons. So smart, we want them all—so thrifty, we get them!"

(A) "SHIRTYARTER" Flattering as a new sport! Three versions: a, one low price! Side slit this dress, button top to bottom on your way downstairs! Mannish neck yoke front and back, new pockets. Seams left from pleated skirt. Hand washable in L & X.
Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color, Seam at right. Shipg. wt. ea. 1 lb.
Smart Shantung textured All Spun Rayon Rambelle
◆ 7H7000 Red and White or Royal Blue and White Stripes on figure
◆ 7H7001 White Dots on Navy or Rose Grounds
Sports Checked Rayon Taffeta
◆ 7H7002 Red and White, Navy Blue and White Pa. **\$1.98**

(B) "DOUME-FEATURE" Two-piece dress with kick in and attention-getting details. Fitted jacket flares white eyeslet. Cotton Pique collar, cuffs and lucky message trim on pocket flaps. Contrast belt too closing. Separate skirt hugs your hips, then flares out with gusto. Team with your jacket! Have this thingy number in plaiding dots or smooth plain colors. It's spun Rayon Rambelle, a shantung textured fabric. Hand washable, use L & X.
Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color. See below. Shipping wt. each, 1 lb. 2 oz.
◆ 7H7004 White dots on Navy or Rose Grounds
◆ 7H7005 Plain colors: Clay Brown/Green, open B and C **\$1.98**

(C) "ALL DATED UP" That's you in this dressy new frock! Fluff-white bib is embroidered organza to make you look 15 (though you're 10). Dress look expensive! Anchor buttons all in a row on tiny bodice pockets. Smooth-textured Spun Rayon Grandepine.
Colors: Navy, Sunset Rose 429 or Light Tan, Blue 633. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color, Seam Scale below.
◆ 7H7007 Shipg. wt., 1 lb. 2 oz. **\$1.98**

(D) "LOTS FOR A LITTLE" Cribble dotted Sheer Rayon Marquisette dress done up in fine style with its very own Rayon matching slip—all for this teeny price. Pious of sugar white organza at a wonderful square neckline and on two make-believe pockets. Figure-wise gathers above and below the skirted midriff, young front, full skirt.
Colors: Navy or Black, with White dots.
Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color, Seam below.
◆ 7H7010 Shipg. wt. 1 lb. 4 oz. **\$1.98**

MEASURE—to get a Good Fit
Read Page 26 before ordering. Remember these are adult sizes, women's fit girls. Junior is a size, not an age. Note: Not all dresses come in sizes listed at right. See description for your size.

Junior Jury Dress Size Scale

Size	11	13	15	17	19
Bust	29	31	33	35	37 in.
Waist	24	25½	26½	28½	30½ in.
Hips	22½	24½	26½	28½	30½ in.
Length	40½	41½	42	42½	43½ in.





(H)
Spun Rayon
Rambeline
or Plain Color
Rayon Poplin

(E)
Rayon
Sharkskin

(F)
Rayon
Sharkskin
or
Rayon
Poplin

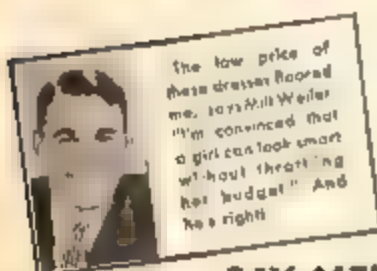
(G)
Spun Rayon
Rambeline

(I)
Spun Rayon
Rambeline

(C)

(H)

(J)



The low price of
these dresses floored
me, says Alvin Weiler.
"I'm convinced that
a girl can look smart
without breaking
her budget." And
he's right!

"They're Beauties" \$1.98

Each

Value \$2.98

SAY MEN WHO SEE JUNIORS IN THEM!

Better quality Rayons for early Spring, or hot weather days;
Rayons which are hand washable when given gentle Lux care

2 for \$3.89

(E) **"PIN CHECKS"** snappy casual dress
in lovely Rayon Sharkskin. Buttons
to waist. Pocket effects on front skirt.
Full flaring skirt.

Juniors' Size (Net Age) Range: 11, 13,
15, 17, 19. State size, color, make oppo-
site page. Shipping weight, 1 lb. 2 oz.

◆7 H7013 Red White, Copen White or
Black White checks \$1.98

(F) **"KIC-RAC ROWS"** and sun-bright
buttons on a sleek Princess dress!
Choice of 3 fabrics.

Juniors' Size (Net Age) Range: 11, 13,
15, 17, 19. State size, color, make oppo-
site page. Shipping wt. each, 1 lb. 2 oz.

All Rayon Sharkskin

◆7 H7016 White, Red-Blue trim. \$1.98

All Rayon Poplin

◆7 H7017 Moss Green, Copen Blue 607
or Process Yellow 1. \$1.98

(G) **"HUGGER BELT"** for lovely curves
on a piny print dress. Embroidered
zip pocket-belted. Beery gored skirt.
Allspun Rayon Rambeline.

Juniors' Size (Net Age) Range: 11, 13,
15, 17, 19. State size, color, make oppo-
site page. Shipping wt. 1 lb. 2 oz.

◆7 H7019 Floral Print on Navy,
Rose or Copen Blue grounds. \$1.98

(H) **"TWO-PIECE"** gives you a
back-to-one jumper over a
white blouse. Back on B gathered
skirt. Choice of 2 fabrics.

Juniors' Size (Net Age) Range: 11,
13, 15, 17, 19. State size, color, make
opp. page. Shipping wt. each 1 lb. 2 oz.

Striped All Spun Rayon Rambeline
◆7 H7022 Red and White or Navy
Blue and White stripes. \$1.98

Plain All Rayon Poplin

◆7 H7023 Navy Persian Blue 603,
with White Blouse. \$1.98

(I) **"WHITE FLASH"** front and back on
a button-down princess dress. Cotton
lace on Buckle back belt. Skirt in full
swing. Spun Rayon Rambeline.

Juniors' Size (Net Age) Range: 11, 13, 15,
17, 19. State size, color, make oppo-
site page. Shipping weight, 1 lb. 2 oz.

◆7 H7025 Clay Brown, Moss Green or
Copen Blue 607, white insets. \$1.98

(J) **SUCCESS DRESS!** Wear it with its
own belt or with your own acces-
sories. It was effect. Bodice fullness gored
skirt. Side ties front or back. In poplin or,
faux-ribbon. Spun Rayon Rambeline.

Juniors' Size (Net Age) Range: 11, 13, 15,
17, 19. State size, color, make oppo-
site page. Shipping weight, each, 1 lb. 2 oz.

◆7 H7028 White, Magenta or Print on
Moss Green, Rose or Black Grounds.

◆7 H7029 Plain colored Sunset Rose or
Navy. \$1.98

(K)
Printed
or Plain
Spun
Rayon
Rambeline



Junior "Change-arounds"



Striped Skirt and Blouse All for **\$1.00**

Elegant Embroidered Waistband Blouse **\$1.29**

You'll love the quartet of perished flap pockets and bag-waistband on the blouse! Bewitching blouse is Cotton lined. Blouse and blouse of our fine washable Pin Wale Cotton Figue Skirt-and-swap with your change-arounds! Worth more!

Simply wonderful waistband blouse with embroidery shining on the perky scalloped collar and bodice. Looks like a luxury hand-made and a budget-breaker! (Isn't that?) Of our multi-filament Rayon usually found in \$1.98 blouses soft, lustrous and washable! Use gentle Lux for best results.

Best Sizes: 30, 31, 33, 35, 37 in. State size, color. Shipping weight, 7 ounces.

Best Sizes: 30, 31, 33, 35, 37 in. State size, Shpg. wt., 5 oz.

77 H 2004 2 Pieces \$1.00

77 H 2005 White Only \$1.29

2-Piece Outfit

\$1.59 \$2.98

Sanforized Cotton Rayon Poplin

② "Sister-Maid" outfit—curvedly nautical with contrasting braided, luring, lateral Band blouse with long dickey vest, and separate 4-gore skirt buttoned at side. Hat not incl. Change-around with blouse, skirt! Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale, Page 20. Shpg. wt., ea., 1 lb. 1 oz.

California-type Woven Yarn-Dyed Cotton Sanforized manure shrunkage 1% Colors: White with Red trim or Navy Blue with White 77 H 3514-2 Pcs. \$1.59

Fine Rayon Poplin Colors: Navy Butter-sweet 361 White trim 67 H 3517 2 Pcs. \$2.98

Smart Twosome

\$2.98

Fine Spun Rayon

③ Six little flaps pretend they are pockets on the blouse of this thrifty style! White cotton pique collar comes off. Blouse is darted front and back for fit. Skirt Crown slips at side, has two waistband ties looped in front or back. Stitched down unpressed pleats for a flared skirt. A famous Sears "change-around" in our fine quality Spun Rayon with silvery thread mixture.

Colors: Sky Blue, Pastel Beige or Clay Brown Mixtures. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Size Scale, Page 20. Shpg. wt., 1 lb. 5 oz.

67 H 3513-2 Pcs. \$2.98

Shirt 'n Skirt

\$1.00 \$2.98 \$1.98

Broadcloth All Wool Rayon

④ "Smart Duet"—well-tailored skirt and a swingy skirt which can be worn with or without its bib-top.

⑤ Classic Skirt of Sanforized, fine mercerized Cotton Broadcloth. (Max. shrink 1%.) New 2-way collar. Yoke back and front. Matching buttons. (at long, won't ride up in color. Page 73 Colors: Yellow 157 or White. Best Sizes: 30, 32, 34, 36, 38 in. State size, color. 77 H 2003 Shpg. wt., 6 oz. \$1.00

⑥ The Skirt's Rayon lined bib-top is removable; suspenders are detachable, secret buttons latch both to skirt. Stitched inverted pleats in front, one in back. Crown up placket. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale below.

Our Fine All Wool Flannel Colors: Aqua 675, Navy or Dk. Gray Brown 668. Shpg. wt., 1 lb. 2 oz. 67 H 3437 \$2.98

Our Fine Quality Rayon Gabardine Colors: White or Sunset Rose 429. 67 H 3440—Shpg. wt., 14 oz. \$1.98



\$1.98

All Wool Flannel

Four Good Skirt that's a two-way wonder—the pockets button on or off! Has a wide snug hug waistband with a natural leather like belt to slide through self loops. Crown slip closing for smooth fit.

Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size and color; see Size Scale at left.

Our Fine Quality All Wool Flannel Colors: Cobalt Blue 575, Black or Navy. Shpg. weight, 15 oz. 77 H 3434 \$1.98

Pin Wale Cotton Figue Fine quality, washable.

Colors: Light Sailor Blue 555 or White. Shpg. weight, 14 oz. 77 H 3439 \$1.80

\$1.00

Cotton Flare

\$3.98

All Wool Tweed

25-inch Jackets. Padded shoulders. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale left. Shpg. wt., ea., 1 lb. 9 oz.

⑦ All Wool Shetland-type Tweed Gold buttons. Full Rayon lined 67 H 3341 Cardinal Red 313 or Navy \$3.98

⑧ Medium Wale Corduroy Fine buttons. Unlined. Bound seams. 67 H 3338 Bright Red or Pastel Beige \$3.98

⑨ Two-Tone Rayon Suede harmonizing saddle stitching. Rayon Twill yoke lining. Leather buttons. 67 H 3339—Pastel Beige 656 and Laurel Green 767, or Pastel Beige 656 and Dark Brown \$2.98

Measure—In get a Good Fit

Juniors' Size Scale for Skirts

Size	11	13	15	17	19
Waist	24	25½	26½	28½	30½ in.
Hips	32½	34½	36½	38½	40½ in.
Length	25	25	26	27	27 in.

Juniors' Size Scale for Playsets, Overalls, Shorts, Slack Suits and Jackets

Size	11	13	15	17	19
Bust	29	31	33	35	37 in.
Waist	24	25½	26½	28½	30½ in.
Hips	32½	34½	36½	38½	40½ in.
Playset Length	39½	40½	41	41½	42½ in.
Pants Length	41	41	42	42	42 in.

Have someone else measure you. Don't guess, make no allowances. Your size is determined by actual body measurements. Page 26 explains best, quickest way to use Size Scales at left. Remember these are adult sizes—will not fit girls. Junior is a size, not an age.

Skirt lengths are measured down the center back from below waistline to hem. Pants lengths are measured down outside seam, from natural waistline to ankle as illustrated. Jacket lengths are given in description. Playset length is measured down back from neck to hem.

**Dress Up
AND SAVE MONEY**
In this honey-smooth coat
made just for Juniors!



White Collar Coats WIN THE MEN'S VOTES!



"I like girls clothes that look pretty without being fussy... and these coats turn the trick" says Charles Devlin, member of the Junior Jury

"Gores in a Pretty Whirl"

\$7.98 Better Quality
All Wool Coating

White-collar dramatic on a dainty young, single-breasted style with triplet buttons! Both collar and cuffs are washable eyelet cotton pique come off easily. Self collar beneath. Gores from stem to stern to give you a wonderful figure. Stick a slim on top, full skirt below. Dart topped fullness on sleeves. Rayon Twill lined. Inside pocket.

Colors: Dk. Navy or Black. Juniors' Size (Net Age Range): 11, 13, 15, 17, 19. Shpg. wt., 3 lbs. 4 oz. ♦ 17 H 2600—Same size, color; Scale below. \$7.98

Numbers after color names refer to Color-Graph preceding the first Index Page in back of book. See Pages 71 and 72 for Muses' Coats and Suits.

Detailed to Look-Like-a-Million!

\$12.98 \$2.00 Down **\$9.98** \$2.00 Down
Cath. Best Wool Cath. Good Wool

New coat with saddle stitched cotton pique collar, sitting pretty over a self one. Hi-style seams, and buttons. Gored back, unpressed front-pleats. Two facings. Rayon Pique Satin linings. Inside pocket. Juniors' Size (Net Age Range): 11, 13, 15, 17, 19. Same size, color. Scale below. Shpg. wt. each, 3 lbs. 1 oz.

Cat. Best Quality All Wool Worsted Twill
♦ 17H2603—Dk. Navy or Pilot (Grayed) Blue \$12.98
Our Good Quality All Wool Dress Coating
♦ 17H2605 Dk. Navy Only .. \$9.98

Sears Original Junior Jury Girl

\$5.98 Pictured in Our Fine
All Wool Coat!

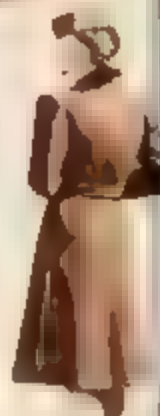
Our original Junior Jury Girl (see Sears last big catalog) looks happy as she poses in this wonderful new coat—stitched revers collar belt. Shaped evening mantles fit beautifully back and front. Buttons double up! Pockets nestle high on the skirt. Swishy Rayon Taffeta lining.

Colors: Black or Dark Navy Blue.
Juniors' Size (Net Age) Range: 11, 13, 15, 17, 19. Same size, color; Size Scale below
♦ 17 H 2607 Shpg. wt., 2 lbs. 8 oz. . \$5.98

Size Scale For Juniors' Coats

Measure... to get a Good Fit. Page 54 explains best way to use Size Scale below. Read Page 54 before ordering. Remember, these are adult sizes—will not fit girls. Junior is a Size, not an Age.

Size	11	13	15	17	19
Bust	29	31	33	35	37 in.
Waist	24	25½	26½	28½	30½ in.
Hips	32½	34½	36½	38½	40½ in.
Coat Length	41	42	42½	43	44 in.



NEW FLY-FRONT Box-Coat

Detailed in a manly
manner... tailored
in menswear fabrics



Sports Coats

RATE HIGH WITH THE JUNIOR JURY

The boys OK these crunchy Tweeds and soft Fleeces the hoods and heart-warmer colors
Wide awake Juniors will buy their coats now on Easy Terms See Inside Back Cover

New Shorty Reversible

\$4.98

Part Wool
With Gabardine

Ⓐ Wear this completely reversible 27-in. shorty coat, and don't give a hoot about weather changes! Sunny side is a brilliant plaid of red and gold on a Navy ground. 50% Wool Lin Rayon, rainy day & it is water and wind resistant Natural Cotton Gabardine. Single-breasted style with button-on hood to hold a hair-flip and attention. Patch pockets on both sides. Page 56 shows Juniors' full-length Reversible Coat.

Juniors' Size Not Age Range: 11 13, 15, 17 19 State size, color, scale, Page 23A. Shpg. wt., 3 lbs., \$4.98

Ⓐ 17 H 2608 Shpg. wt., 3 lbs., \$4.98

Fluff-deep in Fleece

\$9.98

On Easy Terms
\$2.00 Down

Ⓑ Far-famed wrap-around coat with lavish folds of fabric falling from a stitched yoke. The belt hugs smart to lines to you. Buttons go double file. In back a deep inverted pleat, and well seams fit front seams hide pockets. Our best All Wool Fleece. Earl G & Rayon Satin lining guarantees 3 years wear. Colors: Navy Tan Pastel Beige (656), Caut Blue 575.

Juniors' Size Not Age Range: 11 13 15 17 19 State size, color, scale, Page 23A. Shpg. wt., 4 lbs.

Ⓑ 17 H 2610—\$2 Down, Cash, \$9.98

Tops in Tweed

\$7.98

Button-on
Hood

Ⓒ Your desire: a reefer that's new, exciting! Here 'tis! Lean and lovely with button-on hood and tear-drop pockets lined in flash-red Wool Flannel. Above a slacked waistline smart bottom fullness, below plenty of swing. Good quality All Wool, color-flecked Herringbone Tweed. Rayon Twill lining.

Colors: Black-and-White, Blue-and-White or Red-and-White M stripes. Juniors' Size Not Age Range: 11 13 15 17 19 State size, color, scale, Page 23A. Shpg. wt., 4 lbs., 1 oz.

Ⓒ 17 H 2612.....\$7.98

Railroad-Stitched Hem

Choice of All Wool Covert \$9.98
or All Wool Fleece Each

Orchids to the boys for this copycat coat with its rounded lapels, hidden button-front closing and clever flap pockets. Stitched shoulders, back vent. Juniors' Size Not Age Range: 11 13, 15, 17 19 State size, color, scale, Page 23A. Shpg. wt., each, 3 lbs. 5 oz.

Better Quality All Wool Covert Earl-Glo Rayon Satin lining, guaranteed to wear two years.

Ⓓ 17 H 2613—Covert Tan or Teal Covert, \$2 Down, on easy Terms: Cash, \$9.98

All Wool Fleece; Rayon Twill Lined Ⓓ 17 H 2614—Folk Tan 170, Navy or Aqualine 223. \$2 Down, Cash, \$9.98

Ⓓ 17 H 2615.....\$9.98

Garments on these two pages marked with diamond Ⓓ shipped from New York. Order pay postage, from nearest Mail Order House.

Ⓓ PAGE 23B . . . JUNIORS' TWEED

Sears Fashion Pages of
Dresses for Misses
begin here . . . and continue
through many pages
that follow

How beautiful you are

IN THESE MODERN . . . LAST-MINUTE FASHIONS



↑
It's New . . . to Wear
sheer pastel wool **\$5.98**
all year round

Lightweight wool in light colors is 1941 fashion news for spring. This classic dress uses sheer wool in our best . . . all year . . . has a simple design with like or a subtle pattern. An elegant design from year to year, but this one is a modern design on a new four-gored skirt. . . .

Colors: Pastel Beige 606 Cadet Blue 607 or Sunset Rose 429 Misses Size Range 12-18-20-22 Size Scale Page 36 Ship w. 1 lb. 8 oz. ♦ 31 H 5500 State size, color, \$5.98

↑
It's New . . . to Wear
vivid hand-screened rayon jersey print **\$5.98**

Rich colors beautifully blended, make this print dress a style winner of the season. Antio Rayon Jersey drapes beautifully thru the bodice, then sweeps into a softly flared skirt below the waist in ribbon belt square. . . .

Color: Multi-Color print Misses Size Range 12-18-20-22-24 State size, see size scale on Page 36 Ship weight 1 pound 6 ounces. ♦ 31 H 5505 \$5.98

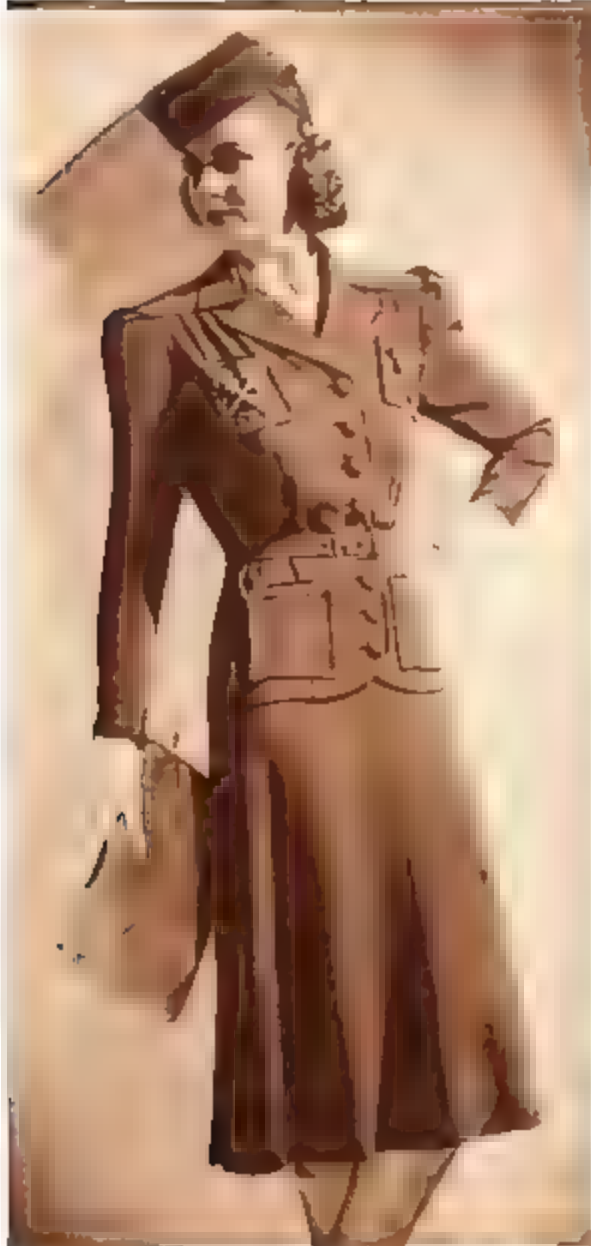
↑
It's New . . . to Wear
a front-draped slim-hip dress **\$4.98**

Smartest newest silhouette of the year in this easy-to-wear, frick with its grace of skirt that's front draped in beautiful figure flattering lines. Bodice has set in midriff, draped neckline caught with a clip and bowed back. . . .

Colors: Lt. Teal Blue 673 Cadet Blue 574 or Sunset Rose 429 Misses Size Range 12-14-16-18-20 only Size Scale Page 36 Ship w. 1 lb. 8 oz. ♦ 31 H 5510 State size, color, \$4.98



For White Arrow
Misses, See 1112



Jacket Dresses IN MISSES' SIZES \$6.95 Each

This double-feature style gives you extra value
A wear-alone dress plus a wear-with-all jacket

In a Military Mood

Jacket and dress—trim as a West Point Cadet's uniform. Fitted, longer-length jacket has the new epaulet shoulders, gilt cross-sword trimming and (astonish!) four squared pockets. One-piece dress echoes its style—square pockets, same clear cut lines. Fly-front effect on bodice. Rom-over hips skirt with low-placed flare for the new-in bouffant! Crown nip placket. Self belts with both jacket and dress. Our best quality, fine-draping Celanese Rayon Crepe Romaine.

Colors: Navy or Cadet Blue 575

Misses' Size Range: 14, 16, 18, 20, 22 only. State size and color; see Size Scale, Page 25. Shipping weight, 2 lbs.

◆ 31 H 3516 2 Pcs., \$6.95

3-Piece Change-Around

Dressy new 3-piece costume—most for your money in beauty and practicality! Young button-trimmed bolero has soft roll collar. Separate waistband skirt is Crown tipped for trim fit, flared for fashion! Both of our best quality Celanese Rayon Crepe Romaine. The feminine in-or-out blouse with frilly button-on jabot, is our best white Rayon-outlined Cotton Lace—a pretty pattern. A trio sublime—ready and willing to mix with your other clothes!

Colors: Navy Black or Fernon Rose 323, each with White Blouse. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; see Size Scale, Page 25. Shipping weight, 1 lb. 12 oz.

◆ 31 H 3520 3 Pcs., \$6.95

Full Length Coat Plus Dress

Most-wanted coat and dress costume—exceptional at this Sears-low price. Full-length coat uses tucks wisely for fashion's sleek-slim look. Smart unpressed-pleated fullness in both bodice and flared skirt. The dress is appealingly young with its pert bow-tie neckline and graceful gored skirt. Crown nip placket. Pretty flower and buttons in smart contrast-color. Both in our better quality Celanese Rayon Crepe Romaine.

Colors: Navy or Copen Blue 607 with matching belts, also White with Royal Blue belt.

Misses' Size Range: 14, 16, 18, 20, 22 only. State size and color; see Size Scale on Page 25.

◆ 31 H 3525 - Sbg. wt., 2 lbs. 2 oz. 2 Pcs., \$6.95

Numbers after color names refer to Color-Graph preceding first Index Page at back of book. For Junior Jury and Trimline Dresses See Index.

◆ PAGE 25 MISSES' DRESSES



HERE'S TO Youth!

A glorious Fashion Future lies ahead for you . . . in this jacket costume . . . the tucked frock . . . double-color dress or the brand-new bordered print



\$3.98 Jacket and Dress, Crown Tested

Two-piece costume in this famous Rayon

Value triumph! Two-piece outfit that gives you the most in figure flattery, all-around usefulness. New longer-length fitted jacket with crisp notched collar and clever pocket, like Perfect-by-itself shirtwaist dress with removable white rayon bengaline collar. Our best quality Rayon French-type Crepe in tiny monochrome print. Hand washable in Lukewarm Water. Navy Black or Brown ground, each with White Print. Misses' Size Range: 14, 16, 18, 20, 22 only. See Scale below. **31 H 5530**—State size, color; nbpg wt., 1 lb. 10 oz. 2 Pcs., \$3.98



Dress-up Frock \$3.98

Enchantingly young one-piece dress with the new "two-piece look." Rich little tucks trim the new longer-waisted figure moulding bodice. The ruffled sheer white lingerie collar is easily removable. Self covered buttons, tie back sash. Slightly flared skirt. In our best quality Celanese Rayon Crepe Series.

Colors: Navy Permanent Rose 323, Aqua 625 or Black. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color, see the Size Scale below. Shipping weight 1 pound 8 ounces. **31 H 5533** \$3.98

New Color-Contrast \$4.98

Dashingly young two-piece dress with this season's new long length blouse. It is exquisitely detailed, beautifully figure moulded and rises with a Crown up Red-top skirt has unpinned pleats. Both pieces are in our best Celanese Rayon Crepe Roman.

Colors: Coral Pink 357 and Kerth Brown 221, Copen Blue 607 and Cadet Blue 575; or Pastel Beige 666 and Black. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color, see the Size Scale below. Shipping weight 1 pound 10 ounces. **31 H 5540** 2 pieces \$4.98

Stunning New Style \$2.98

A fashion-sensation at a sensational low price. A dramatic border print separates a waistfall of white flounces on a perfectly lovely dress. Hand-some open neckline on fly front bodice; front and back pleated skirt. Our best Crown Tested All Rayon French-type Crepe. Hand washable in Lukewarm Water.

Colors: Soft Grayprint, Ferns Rose or Cadet Blue, each with White print. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color; see the Scale below. Shpg. wt., 1 lb. 6 oz. **31 H 5545** \$2.98

It is worth while to MEASURE to make sure of getting a good FIT

Have someone else measure you, if you must measure yourself, so that you can measure. Don't guess, but size. Take your measurements each time you order. At ALL figure points, use a size scale. Measure over underwear. Hold tape measure tightly so that it presses lightly into your flesh.

Measure Bust around fullest part.

Measure Waist around smallest part.

Measure Hips around fullest part, 7 to 9 in. below waistline. Important measurements, be accurate.

Measure length down center back, from the collar line of your dress to garment hem.

When you have had these measurements taken—and your size is the size of the Range—look for your size in the Size Range as shown at right, in the Size Range. Women's Size Range. Women's or Junior's Size Range shown on other pages. Then check with our advice description of garment you desire. The size of your Range. Perfect means perfect style. Take time to measure. Your Size is determined by actual body measurements.

Make no allowance whether you are ordering a coat, dress, or utility garment. If you cannot fit wear two body areas, order the smaller size. NOTE: Not all garments come in all the sizes listed below. See each description for the size you want!

Size Scale for Misses' Dresses						
Size:	12	14	16	18	20	22
Bust:	30	32	34	36	38	40 inches
Waist:	24	26	28	30	32	34 inches
Hips:	33	35	37	39	41	43 inches
Length:	47	42½	43½	44	44½	45 inches



Daisy-Fresh DRESSES

Spring-thru-Summer styles for Misses . . . in rich dark colors, frosty white, or tender pastels. Easy to have on Easy Terms; see the Inside Back Cover.



Sharkskin Wins

\$2.98

Button-front

Glamorous white Rayon Sharkskin in a young, young coat style! Slides over your figure in sleek, young princess lines. Gold buttons follow the scallops all the way down. Two cute pleated pockets; cuffed sleeves. Tie-back waist for trim fit. It's our best quality and is hand washable in gentle Lux suds. Have it in the white and in heavenly aqua, too! Exciting value!

Colors: White or Aqua 675. Misses' Size Range: 12, 14, 16, 18, 20 only. State size and color; Size Scale on opposite page. Shipping weight, 1 lb. 6 oz. **◆ 31 H 5350 \$2.98**

Eyelet Jersey

\$4.98

Rich Value and Style

Captivating young dress in a style hard-to-find under \$5.98—yours here at Sears-Robinson for much less! The eyelet embroidered knitted Rayon Jersey is the perfect choice for this smart simple short-waist style. Plain un-embroidered Jersey fashions the flattering revers, bodice trimming and belt. Opens to waist; gracefully flared skirt.

Colors: White, Medium Rose or Black. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Size Scale, opposite page. Shipping weight, 1 lb. 6 oz. **◆ 31 H 5353 \$4.98**

New Fabric Hit

\$3.98

Rayon Shantung

The smartness of our best Rayon Shantung is enhanced by the sun-gold glitter of the glorious hand embroidered eagle emblem and the row of bright gilt buttons. Both are important new fashion ideas in a smart new dress! It's softly detailed, very becoming with convertible neckline and Crown slip placket closing.

Colors: White, Pastel Beige 655, Clay Brown 658 or Aqua 675. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Size Scale, opposite page. Shipping weight, 1 lb. 6 oz. **◆ 31 H 5340 \$3.98**

Multi-color Stripes

Rayon **\$2.98**

Sharkskin

Colorful woven stripes in our best Rayon Sharkskin—a double feature in fashion and value! Gathered bodice has an enameled Crown slip front closing. Free flared skirt. Smart contrast in wide belt and pert hanky. A wonderful dress with a "looks-expensive" air!

Colors: Multi-color stripes (Red, Black and White). Misses' Size Range: 14, 16, 18, 20, 22 only. State size; Size Scale, opp. page. Shpg. wt., 1 lb. 4 oz. **◆ 31 H 5345 \$2.98**

Coat and Dress

\$3.98

Complete

Two pieces for the price you'd pay for one! Coin-dot print dress with bow-trimmed neckline and leather-like belt; our best Spun Rayon Sail-Along. Rayon Sharkskin shorty-coat to wear with it, and everything else. Colors: White jacket with Navy, Rose or Black dresses; each with White Print. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; see Size Scale on opposite page. Shipping weight, 1 lb. 10 oz.

◆ 31 H 5370 2 Pieces, \$3.98



Garments on these two pages marked with a ◆ are shipped from our Fashion Headquarters in New York City. Send your order to Sears nearest Mail Order House or for these garments alone, you may send your order directly to New York. You only pay postage from nearest Sears Mail Order House.

RED-WHITE-AND BLUE

and You!

It's new to wear your country's colors and newest to wear them in this smart 2-piece bolero dress!

Keep That Date IN A SHEER!

④ Lace Dress With Slip

\$6.98 Evening Length **\$5.98** Daytime Length

One of our loveliest dressy frocks in a prettily flower-patterned Lace combining Cotton, Rayon and Silk. This lovely superior quality fabric is generally found in dresses at \$9.98 or more, was made possible at this low price only by a Sears special purchase! You'll find exquisite, pin-tucked V-bodices, flower-trimmed, and a flaring gored skirt. Full-cut, rayon tulle slip in color to match dress. Perfect for dress-up occasions! Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Beale, Page 26. Shipping weight, each, 1 lb. 6 oz.

Daytime Length

◆31 H 5578—Sunset Rose, Deep Capote Blue, Navy Blue or Beige

Evening Length—About 59 inches long

◆31 H 5578—Rose Pink, Soft Blue, Lavender (Art). White

⑤ Rayon Marquisette

\$2.98 Rayon Slip Included

Pretty white applied flower-pattern on a dark sheer Rayon Marquisette dress! Fluted white braid on sleeves and embroidered Organdy collar for feminine flattery, are removable. Soft self wash slips the lined skirt. Rayon tulle slip in color to match dress. A wonderful value at this Sears-Roebuck low price!

Colors: Navy, Black or Wine. White applied pattern. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Size Scale, Page 26. Shipping weight, 1 lb. 2 oz.

◆31 H 5580

⑥ filmy, Sheer Top

\$4.98 Contrast Fabrics and Colors

Fashion's talked-about color contrast in a most popular young sheer topped dress! Hand-smocked bodice with graceful sleeves of cobweb-sheer Rayon Chiffon. Lovely neckline included. Gored skirt of our better Celeste Rayon Crepe Romanne.

Colors: Copse Blue 607 blouse with Navy skirt. Aqua 675 with Black or Coral Pink 359 with Earth Brown 221. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size, color; Size Scale, Page 26. Shipping weight, 1 lb. 5 oz.

◆31 H 5582

⑦ New Striped Trim

\$3.98 Two Fabric Combination

Striking new bolero dress in a blaze of patriotic stripes! Young lines, beautifully cut. Blouse top of dress—bolero lapels and cuffs of striped Crown Tossed Rayon French-type Crepe Bolero and front-lapped skirt of our best Celeste Rayon Crepe Romanne leather like belt.

Colors: Royal Blue with Red-and-White stripes, White with Royal Blue-and-White. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color; Size Scale, Page 26. Shpg. wt., 1 lb. 12 oz.

◆31 H 5590

READ WHY THESE DRESSES ARE
SO DESIRABLE . . . READ WHY THEY

Cost so Little

- BETTER STYLING . . . Sears experts select the winning fashions for you
- BETTER QUALITY . . . Sears pick fabrics for beauty and wear
- BETTER VALUE . . . Big buying power earns savings for us, and our customers

\$2.98 ~~3.98~~
Each Value



Ⓐ All Bemberg Rayon Sheer

Youthful dress in a monotone print—ideal for any occasion. The lace-flattering, white organdy collar embroidered and edged in lace is removable. Bodice is one lovely long moulded line, right down to the new lowered waistline, where shirring gives the skirt a rhythmic fullness. All Bemberg Rayon, hand washable in Lox.

Colors: Navy, Sunset Rose, Copen Blue Grounds, each with White Print. Misses' Size Range 14, 16, 18, 20, 22. State size, color; Size Scale, Page 26.

◆ 31 H 5392—Shpg. wt., 1 lb. 4 oz. **\$2.98**

Ⓑ Young Two-Piece

Help yourself to fashion and flattery with this charming two-piece dress in a monotone print. Slick-fitted jacket flaunts lace edged, embroidered white organdy collar and cuffs (removable), and glittering buttons down the front. New side-upturned pocket! Separate waistband skirt with a low-placed flare! Our best Crown Tested Rayon French-type Crepe, hand washable in Lox.

Colors: Navy Sunset Rose, Copen or Aqua, each with White Print. Misses' Size Range 14, 16, 18, 20, 22 only. State size, color; Size Scale, Page 26.

◆ 31 H 5405—Shpg. wt., 1 lb. 4 oz. 2 Pcs. **\$2.98**

Ⓒ Lovely Lace Dress

Discover how young and flattering a flower-patterned cotton lace dress can be—how low-priced our good quality is at Sears-Roebuck! A decorative Crown zip closing runs from small raver collar to the high-rising young waistline of the flaring skirt. Self belt calls attention to your tiny waistline. Simple, yet dressy! (Ship not included.)

Colors: Sunset Rose, Copen Blue, White or Berge. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Size Scale, Page 26.

◆ 31 H 5408—Shpg. wt., 1 lb. 6 oz. . . . **\$2.98**

Ⓓ Exciting Fabric Value!

Never have Sears sold a dress in this better quality Celanese Rayon Crepe. Remains at this startlingly low price! Now we bring you this fabric, in a wonderfully simple dress, especially designed for dramatic accessory changes. It's shirred and draped over bust; has new longer waistline—smooth and slim until it meets the shirred, front-tucked skirt! Novelty pin.

Colors: Navy Black, Persian Rose 323 or Light Tea; 673 Misses' Size Range 12, 14, 16, 18, 20 only. State size, color; Size Scale, Page 26.

◆ 31 H 5410—Shpg. wt., 1 lb. 6 oz. . . . **\$2.98**

Ⓔ Plain Colors or Twin Dots

New-fashioned color contrast in a young casual dress. Striking light color used in convertible-collared bodice front. Buttons to waist pockets. Bell sleeves and yoke back match color of unpressed pleated skirt. Hand-washable in Lox. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color; Size Scale, Page 26. Shpg. wt., ea., 1 lb. 6 oz.

Our Best Nobby-luxured Spun Rayon Soft-Along
◆ 31 H 5412—Plain: Faded Beige 656 with Earth Brown 221, Copen 607 with Cadet Blue 575 or Red 311 with White.

Our Best Crown Tested All Rayon French-type Crepe
◆ 31 H 5418 Print: Navy with White or Med. Rose with White, each with reverse color dots **\$2.98**

Sears Easy Terms are available on orders of \$10 or more; the Inside Back Cover explains this simple, modern method of buying; learn how easy it is to have more and lovelier clothes

Sears Quality Cottons... Style-Right

ALL-AMERICAN FASHION.. DRESSY OR CASUAL FROCKS

SANFORIZED-SHRUNK

Cotton Pique

\$1.98
EACH

Would Cost
You At Least
\$2.98 Elsewhere

For Misses, Women, Shorter Women



Also in
Sheer
Muslin

Our finest Sanforized Cotton Pique (max. shrinkage 1%). Keeps its size, shape, color! Wash in LUX. The Season's most popular fabric, exceptionally low-priced

← Adorable Dimple

Cloud-white Cotton Pique bolero-top with a young squared neck line and buttons to match glorious stripes of the attached, full-gathered skirt. All-round tash, mossy flap pockets.
Colors: Skirt White with Red and White stripe Royal Blue and White or Green and White. All Tops White. Misses' Size Range 12-14-16-18-20 only. State size, color. See opp. page. Shpg. wt. 1 lb. 2 oz.

♠ 31 H 5620 \$1.98

Gay Ric-Rac Trim

Stark young Cotton Pique princess dress with a speedy up-front closing to below the slim-fitted waistline. Bright ric-rac on sleeves, pouch pockets and young collar. Tie-back tash tips a flared skirt.
Colors: White with Red trim or Copen Blue 607 with White. Misses' Size Range 12-14-16-18-20 only. State size, color. See Scale opp. page. Shpg. wt. 1 lb. 2 oz.

♠ 31 H 5625 \$1.98

Shorter Women's

Embroidered eyelet Pique is charmingly used for a yoke front and back and for sleeves on this new button-front Pique dress! Open neckline, draped bodice and flaring skirt are young, flattering details!
Colors: Sunset Rose 429, Copen Blue 607 or White. Shorter Women's Size Range 16½-18½-20-22-24-26½. State size, color. See Scale, Page 38. Shpg. wt. 1 lb. 2 oz.

♠ 31 H 5745 \$1.98

Stripes for Women

Smart and simple button-front dress with convertible collar and big points big stitched-down pleats, yoke back. Two flap pockets.
Color: Multi-color stripe. Red White Blue predominating. Women's Size Range 34-36-38-40-42-44. State size. See Scale, Page 38. Shpg. wt., each, 1 lb. 6 oz.
Sanforized-Shrunk Pique
♠ 31 H 5745 \$1.98

Sheer Cotton Muslin
(Not Sanforized,
♠ 31 H 5746 \$1.98

30... SEARS, ROEBUCK AND CO. 7c

... Fashion-Right

FOR DAY-LONG WEAR

HAND WASHABLE IN LUX
Novelty Cottons

\$1.98
EACH

Would Cost You
At Least \$2.98
Elsewhere



Garments on these two pages marked with Φ shipped from New York Order, pay postage from nearest Sears Mail Order House.



Our finest Novelty Cottons in attractive prints, unusual textures. Beautifully detailed in 3 Size Ranges for Misses, Women, Stout Women.

Trimline—2 Fabrics

Smart, slimming button-front dress with removable white waist and cuffs of eyelet embroidered cotton pique. Yoke back. Women's Size Range 35, 38, 40, 42, 44. Stout Women's Size Range 43, 45, 47, 49, 51, 53. See Scales, Page 63A. State size and color. Ship. wt., ea., 1 lb. 4 oz.

Sheer Cotton Voile Φ 31 H 5875 Navy or Black, each with White Applied Pattern **\$1.98**

Sanforized-Shrunk Cotton Broadcloth (max shrink 1%) Φ 31 H 5878 Floral Print **\$1.98**

Eyelet Pique

A truly exceptional value. Beautifully patterned, embroidered eyelet Cotton Pique dress ready for any occasion! Lovely button-front dress, slim fitted front pleated skirt and a casual young open neck line are its smart features! Leather like belt. Valued colors to make it washable. Colors: Copen Blue, White, Princess Yellow or Sunset Rose. Misses' Size Range 14, 16, 18, 20, 22 only. State size, color, and Size Scale at right. Shipping weight, 1 lb. 4 oz.

Φ 31 H 5630... **\$1.98**

Dotted Cotton Voile

Smart two-piece bolero dress in a Sheer Flock Dot Voile, showered with sparkling white applied dots! Fresh white embroidered eyelet cotton pique collar and cuffs are removable. The brief young sleeveless bolero slips over a complete short sleeved dress which buttons to waist. Has a lively flare to its skirt. Wash in L-x Colors Navy or Black, White dots. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color, Size Scale, right. Shipping weight, 1 lb. 4 oz.

Φ 31 H 5633 **\$1.98**

Poplin or Muslin in Twin Prints

Slim-fitted princess dress with pointed collar, and insets all around the swirling skirt in reverse print. Fashion's newest color-contrast borrowed from dresses at high-up prices. Waist-tipping toe-back sash.

Colors: Copen, Rose or Green Grounds, each with White print. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color. See below Ship. wt., ea., 1 lb. 6 oz.

Φ 31 H 5436 Cotton Poplin
 Φ 31 H 5438 Sheer Muslin

Ea. **\$1.98**

Measure... to get a Good Fit
Page 26 explains the best and quickest way to use Size Scale below. Read Page 26 before ordering.

Size Scale for Misses' Dresses

Size:	12	14	16	18	20	22
Bust:	30	32	34	36	38	40 in.
Waist:	24	26	28	30	32	34 in.
Hips:	33	35	37	39	41	43 in.
Length:	42	43½	45½	44	44½	45 in.



Gala Gowns FOR PARTIES

AND WEDDINGS, GRADUATIONS, PROMS AND DANCES



Needing Evening Wrap

\$4.98

Quilted Celanese
Rayon Taffeta

Young, boxy style with attractive hood (attached) to shelter you and protect a hair-do! Two pockets. Exquisite scroll-patterned quilting. Celanese Rayon Taffeta lining. The perfect wrap to add glamour to dress-up occasions. About 25 inches long.

Colors: White or Black. Misses' Size Range: 12, 14, 16, 18, 20. State size, color; Size Scale on Page 31. Shipping weight, 1 pound 12 ounces.

◆ 17 H 2433

\$4.98

Sheer Dress—Rayon Slip

Both
For only **\$4.98**

Our Best Quality All Rayon Net
Trimmed with Grosgrain Ribbon

"Moonbeam"—Demurely feminine gown of flower-fresh filmy Rayon Net. Ballet blouse-skirt is dreamily full below a stem-sleever, set-in waistline. Frilly self-ruching cuts off the lovely neckline; full puffed sleeves. Rayon grosgrain ribbon and bows give it more than its share of drama! Rayon Taffeta slip in same color as the dress. Dress about 58 inches long. Value and beauty!

Colors: Rose Pink 401, Lt. Blue 553 or White. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size and color; see Size Scale on Page 31. Shipping weight, 1 lb. 8 oz.

◆ 31 H 5439

◆ 31 H 5439

Glamour Gown and Hat

\$3.98

Organdy
with slip

\$2.98

Rayon
Taffeta

"Irresistible" young dress with sexy evening hat! Corded and shirred bodice. Set-in waistline; tie-back neck; waltz wide skirt. About 59 in. long. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color; Size Scale, Page 31. Slip: wt., each, 1 lb. 8 oz.

Our Best All Rayon Taffeta Shadow-patterned brocade effect. ◆ 31 H 5442—Bright Rose, Aqua 675, White or Lt. Blue 553. \$2.98

Our Floor Permanent-Finish Flack Dotted Cotton Organdy—smart 1941 evening fabric! White Rayon Taffeta slip included.

◆ 31 H 5444—White with White Dots or White with Red Dots ... \$3.98

Special Design—Special Price

You—on that day of days—a never-to-be-forgotten vision of loveliness in Sears beautiful young bridal gown. It's a young, demure Victorian style, specially designed for Beate Boeck, has exquisite Silk, Rayon and Cotton Chantilly lace set-on at neckline and at the ring size waistline which ends in a deep flattering V in back. Long wrist pointed sleeves with self-covered buttons. Self-covered button loop-closing at back, too.

Our best quality firm textured Rayon Slipper Satin drapes in soft gleaming folds over the bodice and falls in a lovely shining train.

The careful workmanship and quality details in this perfect gown would cost you much, much more anywhere else.

Color: White only.

Misses' Size Range: 12, 14, 16, 18, 20, 22. State size; Size Scale Page 31. Shipping weight, 2 pounds 6 ounces.

◆ 31 H 5446—\$2 Down..... Cash, \$6.98



Here Comes the Bride in Rayon Slipper Satin

\$9.98

Cash

\$2.00 Down
on Easy Terms

For the lovely Bridal Veil
pictured, see Page 475



2 Shades or
2 colors combine
in soft harmony

\$298

All One Color
new flattering
silhouette

\$398

Flash of White
against dark
skirt and bolero

\$498



Twin Print
coat and dress...
extra value

\$598

Color's the News THIS SEASON!

Treat yourself to these tawny browns, heavenly blues, rose and mossy greens!
Money-savers... all available on Sears Easy Payment Plan. See Inside Back Cover!

② TWO COLORS make this one-piece dress lower as smart! Plus features are its graceful long sleeves, convertible collar and "loves-knot" belt. Shoulder stitching and tucked waistline for Braze fit. Gathered yoke back. Our best Celanese Rayon Crepe Serene—a new, fine-draping fabric.

Colors: Copan Blue with Cadet Blue, Coral Pink 357 with Brown 221 or Pastel Beige 656 with Black. Misses' Size Range: 14, 16, 18, 20 only. State size, color. Page 31 Shpg. wt., 1 lb. 8 oz. ♦ 31 H 5650... \$2.98

③ FASHION'S talked-about two-piece look in a stunning new dress! Peplum with narrow self tulle above a new slim-but-free skirt... more of the same ruffles around an exquisite belted pleated yoke. Gathered pin at neckhine. Crown zip closing tie-back ash. Our better quality Celanese Rayon Crepe Romaine. Colors: Sunset Rose, Copan Blue. Misses' Size Range: 14, 16, 18, 20 only. State size and color. See Size Scale on Page 31 Shpg. wt., 1 lb. 8 oz. ♦ 31 H 5655... \$3.98

③-PC, SENSATION! Big buttons hold gored skirt and blouse together! (Unbutton to launder blouse alone!) The bolero over this smart two-piece completes your spring or summer ensemble. Self pleated yoke, collar of Celanese Rayon Crepe Romaine and removable end of bolero. Now, join on our best Celanese Rayon Crepe Serene. Colors: Clay Brown, Navy or Black, each with White Print. Misses' Size Range: 14, 16, 18, 20 only. State size, color. See Size Scale on Page 31 Shpg. wt., 1 lb. 8 oz. ♦ 31 H 5660... \$4.98

A COSTUME of great elegance and usefulness—the three-button coat of luxurious Rayon Chiffon worn over a slim, shapely dress of Crown Tested Rayon French-type Crepe. Both our best quality fabrics, both in a fascinating twin white monotone print. Four ruffle-shirred pockets, softly notched collar and floating grace of line distinguish the coat. The dress is complete in itself, unbuttoned to the beaded waistline. Has becoming V neckline and fashion's newest slim-over-lip gored skirt. Colors: Moss Green, Clay Brown or Bright Navy Blue, each with White Monotone Print. Misses' Size Range: 14, 16, 18, 20, 22 only. State size, color. See Size Scale on Page 31. ♦ 31 H 5665 Shpg. wt., 1 lb. 10 oz. \$5.98

♦ Garments on these two pages shipped from New York. Send order to nearest Mail Order House, or, for these garments alone, send order to New York. Pay postage from nearest Mail Order House.

⊗

PAGE 33... MISSES' DRESSES

**A SENSATIONAL
SUCCESS FABRIC**

4-STAR FEATURE
with four great
value points:



- ★ New Rayon fabric, usually found in dresses twice Sears prices
- ★ Has crisp porous texture linen-like finish, defies wrinkles
- ★ Clear rich colors are equally handsome in print or plain, in light shades or dark
- ★ Tested washfast; safe in dry



Spun Rayon
Cubana Cloth **\$2.98**

$\frac{1}{\sqrt{\pi}} \int_{-\infty}^{\infty} f(x) e^{-x^2} dx = \frac{1}{\sqrt{\pi}}$

Myrtle Lee Hodge, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 84

◆31 H 5480 New Print Filters

420

◆31 H 56B3 Flight Colors

529

Spun Rayon
Cubano Cloth **\$3.98**

$\| \varphi(t) \|_{\infty} \leq \frac{1}{2} \left(\frac{1}{2} + \frac{1}{2} \right) = \frac{1}{2}$
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1. The first step is to identify the key components of the system. This includes understanding the hardware, software, and data involved.

It is not clear from the text whether the authors are referring to the same study or a different one. The text is too blurry to read accurately.

DATE	NAME	STREET	CITY	STATE	ZIP
1/1/78	ALBERT	5th	Albany	NY	12202
1/1/78	ALBERT	5th	Albany	NY	12202

slate color

◆21H 5675 \$39

Spun Rayon
Cubana Cloth **\$2.98**

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Measure Size Range 14-18, 20-24, 26-30, 32-34, 36-38, 40-42, 44-46, 48-50, 52-54, 56-58, 60-62, 64-66, 68-70, 72-74, 76-78, 80-82, 84-86, 88-90, 92-94, 96-98, 100-102, 104-106, 108-110, 112-114, 116-118, 120-122, 124-126, 128-130, 132-134, 136-138, 140-142, 144-146, 148-150, 152-154, 156-158, 160-162, 164-166, 168-170, 172-174, 176-178, 180-182, 184-186, 188-190, 192-194, 196-198, 200-202, 204-206, 208-210, 212-214, 216-218, 220-222, 224-226, 228-230, 232-234, 236-238, 240-242, 244-246, 248-250, 252-254, 256-258, 260-262, 264-266, 268-270, 272-274, 276-278, 280-282, 284-286, 288-290, 292-294, 296-298, 300-302, 304-306, 308-310, 312-314, 316-318, 320-322, 324-326, 328-330, 332-334, 336-338, 340-342, 344-346, 348-350, 352-354, 356-358, 360-362, 364-366, 368-370, 372-374, 376-378, 380-382, 384-386, 388-390, 392-394, 396-398, 400-402, 404-406, 408-410, 412-414, 416-418, 420-422, 424-426, 428-430, 432-434, 436-438, 440-442, 444-446, 448-450, 452-454, 456-458, 460-462, 464-466, 468-470, 472-474, 476-478, 480-482, 484-486, 488-490, 492-494, 496-498, 500-502, 504-506, 508-510, 512-514, 516-518, 520-522, 524-526, 528-530, 532-534, 536-538, 540-542, 544-546, 548-550, 552-554, 556-558, 560-562, 564-566, 568-570, 572-574, 576-578, 580-582, 584-586, 588-590, 592-594, 596-598, 600-602, 604-606, 608-610, 612-614, 616-618, 620-622, 624-626, 628-630, 632-634, 636-638, 640-642, 644-646, 648-650, 652-654, 656-658, 660-662, 664-666, 668-670, 672-674, 676-678, 680-682, 684-686, 688-690, 692-694, 696-698, 700-702, 704-706, 708-710, 712-714, 716-718, 720-722, 724-726, 728-730, 732-734, 736-738, 740-742, 744-746, 748-750, 752-754, 756-758, 760-762, 764-766, 768-770, 772-774, 776-778, 780-782, 784-786, 788-790, 792-794, 796-798, 800-802, 804-806, 808-810, 812-814, 816-818, 820-822, 824-826, 828-830, 832-834, 836-838, 840-842, 844-846, 848-850, 852-854, 856-858, 860-862, 864-866, 868-870, 872-874, 876-878, 880-882, 884-886, 888-890, 892-894, 896-898, 900-902, 904-906, 908-910, 912-914, 916-918, 920-922, 924-926, 928-930, 932-934, 936-938, 940-942, 944-946, 948-950, 952-954, 956-958, 960-962, 964-966, 968-970, 972-974, 976-978, 980-982, 984-986, 988-990, 992-994, 996-998, 1000-1002, 1004-1006, 1008-1010, 1012-1014, 1016-1018, 1020-1022, 1024-1026, 1028-1030, 1032-1034, 1036-1038, 1040-1042, 1044-1046, 1048-1050, 1052-1054, 1056-1058, 1060-1062, 1064-1066, 1068-1070, 1072-1074, 1076-1078, 1080-1082, 1084-1086, 1088-1090, 1092-1094, 1096-1098, 1100-1102, 1104-1106, 1108-1110, 1112-1114, 1116-1118, 1120-1122, 1124-1126, 1128-1130, 1132-1134, 1136-1138, 1140-1142, 1144-1146, 1148-1150, 1152-1154, 1156-1158, 1160-1162, 1164-1166, 1168-1170, 1172-1174, 1176-1178, 1180-1182, 1184-1186, 1188-1190, 1192-1194, 1196-1198, 1200-1202, 1204-1206, 1208-1210, 1212-1214, 1216-1218, 1220-1222, 1224-1226, 1228-1230, 1232-1234, 1236-1238, 1240-1242, 1244-1246, 1248-1250, 1252-1254, 1256-1258, 1260-1262, 1264-1266, 1268-1270, 1272-1274, 1276-1278, 1280-1282, 1284-1286, 1288-1290, 1292-1294, 1296-1298, 1300-1302, 1304-1306, 1308-1310, 1312-1314, 1316-1318, 1320-1322, 1324-1326, 1328-1330, 1332-1334, 1336-1338, 1340-1342, 1344-1346, 1348-1350, 1352-1354, 1356-1358, 1360-1362, 1364-1366, 1368-1370, 1372-1374, 1376-1378, 1380-1382, 1384-1386, 1388-1390, 1392-1394, 1396-1398, 1400-1402, 1404-1406, 1408-1410, 1412-1414, 1416-1418, 1420-1422, 1424-1426, 1428-1430, 1432-1434, 1436-1438, 1440-1442, 1444-1446, 1448-1450, 1452-1454, 1456-1458, 1460-1462, 1464-1466, 1468-1470, 1472-1474, 1476-1478, 1480-1482, 1484-1486, 1488-1490, 1492-1494, 1496-1498, 1500-1502, 1504-1506, 1508-1510, 1512-1514, 1516-1518, 1520-1522, 1524-1526, 1528-1530, 1532-1534, 1536-1538, 1540-1542, 1544-1546, 1548-1550, 1552-1554, 1556-1558, 1560-1562, 1564-1566, 1568-1570, 1572-1574, 1576-1578, 1580-1582, 1584-1586, 1588-1590, 1592-1594, 1596-1598, 1600-1602, 1604-1606, 1608-1610, 1612-1614, 1616-1618, 1620-1622, 1624-1626, 1628-1630, 1632-1634, 1636-1638, 1640-1642, 1644-1646, 1648-1650, 1652-1654, 1656-1658, 1660-1662, 1664-1666, 1668-1670, 1672-1674, 1676-1678, 1680-1682, 1684-1686, 1688-1690, 1692-1694, 1696-1698,

76 H 5683 Candy Sides '105

H. w. y. n. H. W. e. w. d. n. u. t.
 W. w. e. H. w. y. H. u. e. n. g. s. W. u. e.

3 K5688 Plain Colors (one)

It was \$19.15. We are \$29.15

***398** **New 2-Piece Dress**
Satin Rayon Cubana Cloth (dotted)

$\frac{d}{dt} \left(\frac{\partial L}{\partial \dot{x}} \right) = \frac{\partial L}{\partial x}$

Colony

Space 910 Lower

◆ 1 H 5070 - 724 4 7 1 1 0 1. \$2.91



Jacket Dresses That Give You Double Value

They are perfect together . . . perfect apart. A twosome for the price of one!
Featuring dresses in good quality Rayons, with these great value-points!

- 1 Dressy, wearable young Spring- through-Summer styles in sizes for Misses and Women.
- 2 Each dress looks smart and complete when worn alone.
- 3 Becoming new prints and plain colors; every one hand-washable in gentle LUX suds.
- 4 Smartly detailed with detachable white trims, flower corsages and novelty buttons. All dresses have snap plackets, generous hems.

VALUE
~~\$3.98~~ **\$2.59**
AT SEARS
ONLY . . . Each

A SEARS-SAVER VALUE



Misses' and Women's Sizes

Sears exclusive *Oreontopum* . . . a richly textured, dull Spun Rayon in a sleeveless bolero over a handsome dress. Rows and rows of buttons; removable white collar on lace collar. Front shoulder yoke, front gored skirt.
Colors: Navy or Black. Misses' Size Range: 14, 16, 18, 20 only. Size Scale, Page 31.
Women's Size Range: 40, 42, 44 only. Size Scale, Page 34B. State size, color.
♦ 7 H 7060—Slugg. wt., 1 lb. 4 oz. **\$2.59**

Young Style . . . Young Dot Print!

Sleeveless jacket tops a gay young dress, with tricky new buttons and softly gathered cardigan neck. Front gores give skirt a lively flare. Spun Rayon *Ramboline*, shantung-textured.
Colors: Navy, Aqua Blue or Rose, each with White dots. Misses' Size Range: 14, 16, 18, 20 only. See Scale on Page 31. Women's Size Range: 40, 42, 44 only. Size Scale on Page 34B. State size, color. Shipping weight, 1 lb. 4 oz.
♦ 7 H 7063 **\$2.59**

In Two Fabrics

Fresh white embroidered organdy and cotton are sewing on young sleeveless bolero and dressy frock! Trim comes off easily; wear your jewelry for a change! Flared skirt is gracefully gored.

Misses' Size Range: 12, 14, 16, 18, 20 only. State size and color. Size Scale on Page 31. Shipping weight, each, 1 pound 4 ounces.

Exclusive *Grandrapon* Rayon. Dull with rich, smart texture.

♦ 7 H 7040—Navy Blue or Sunset Rose 429 **\$2.59**

Crisp, swishy Rayon Taffeta.
♦ 7 H 7041—Navy only **\$2.59**

Wear Thru Summer!

Fitted jacket with removable white eyelet cotton pique collar, unbuttons to reveal a stunning dress! Exquisitely detailed bodice, trimmed with the same buttons as jacket. Front gored skirt has a lovely swing . . . buckle belt. Spun Rayon *Ramboline*, shantung-textured.

Colors: Rose, Copen Blue or Navy grounds; Floral print.

Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color. Scale, Page 31. Shipping weight, 1 lb. 4 oz.

♦ 7 H 7043 **\$2.59**

Numbers after color names refer to Color-Graph preceding the first Index Page in back of book. Garments on these two pages marked with ♦ shipped from New York. Order and pay postage from nearest Sears Mail Order House.

SEE PAGE 34A . . . MISSES', WOMEN'S DRESSES

Anne Williams CALLS THESE THE PERFECT . . . MOST-WANTED DRESSES

For Youthful Women

Newest edition of the perfect classic dress that's famously becoming to all figures and types; and adaptable to all occasions. Sears offer these smart 1941 versions in Women's Size 34 to 44 . . . especially proportioned for TRUE-FIT in these THREE LENGTHS:

Average Length: For women 5 ft. 3½ in. to 5 ft. 7 in.

Longer Length: For women 5 feet 7½ . . . or taller

Shorter Length: For women 5 feet 3 in. and under

ⓐ The Perfect Dressy Version

\$3.98 In White Dots
Each or Plain Colors

Anne Williams knows that nothing equals the youth and beauty of a softly detailed feminine and dressy frock like this. Wisely styled with exquisite details, an deep shirring at shoulders and waistline, pretty new bell type sleeves and buttons that match the dress. Exposed pleats in front of skirt, panel back. Detachable white rayon bengaline collar and under cuffs, as found in much higher priced garments. In our better quality Rayon Crepe Romaine (rown slip pocket). **State size and color. Shipping weight, each, 1 lb. 6 oz.**

White Applied Dots: On Navy Black or Persian Rose Grounds. Women's Size Range in 2 lengths: 34, 36, 38, 40, 42, 44. Same color as above.
◆ 31H5708 Average Length
◆ 31H5710 Longer Length
Each . . . \$3.98

Shorter Women's Size Range: 16½, 18½, 20½, 22½, 24½. Same color as above.
◆ 31H5712 Shorter Length
Each . . . \$3.98

Also in Plain Colors: Navy Blue or Black. Women's Size Range in 2 lengths: 34, 36, 38, 40, 42, 44. Same color as above.
◆ 31H5709 Average Length
◆ 31H5711 Longer Length
Each . . . \$3.98

Shorter Women's Size Range: 16½, 18½, 20½, 22½, 24½. Same color as above.
◆ 31H5713 Shorter Length
Each . . . \$3.98

ⓑ The Perfect Casual Version

\$3.48 In Floral Stripes
Each or Plain Colors

Anne Williams knows that the buttoned front casual dress is a woman's best fashion friend. She brings you this perfect 1941 casual edition in crisp, new semi-sheer Spun Rayon that's hand washable (see Lux), colorfast, wrinkle-resistant. (Yes you great value, rich beauty, long wear!) The dress features a slot-pocket, skirt has exposed pleats in the front, panel back. **State size and color. Shipping weight, each, 1 lb. 6 oz.**

White Moslem Prints: On Aqua Blue, Gray or Rose Grounds. Women's Size Range in 2 lengths: 34, 36, 38, 40, 42, 44. Same color as above.
◆ 31H5700 Average Length
◆ 31H5702 Longer Length
Each . . . \$3.48

Shorter Women's Size Range: 16½, 18½, 20½, 22½, 24½. Same color as above.
◆ 31H5704 Shorter Length
Each . . . \$3.48

Also in Plain Colors: Copes Blue 607 or Sunset Rose 429. Women's Size Range in 2 lengths: 34, 36, 38, 40, 42, 44. Same color as above.
◆ 31H5701 Average Length
◆ 31H5703 Longer Length
Each . . . \$3.48

Shorter Women's Size Range: 16½, 18½, 20½, 22½, 24½. Same color as above.
◆ 31H5705 Shorter Length
Each . . . \$3.48

Have You Met Anne Williams?

She is our alert style adviser at your service. Write to her for friendly help on fashion problems. Please address her at nearest Sears Mail Order House.

Size Scale for Women's Dresses

	Refer to Page 26 for How to Measure	34	36	38	40	42	44
Size		34	36	38	40	42	44 inches
Bust		34	36	38	40	42	44 inches
Waist		28	30	32	34	36	38 inches
Hips		38	40	42	44	46	48 inches
Average Lengths: If your height is 5 ft. 3½ in. to 5 ft. 7 in.		44	44½	45	45½	46	46½ inches
Longer Lengths: If your height is 5 ft. 7½ in. or over		46½	47	47½	48	48½	49 inches
Shorter Lengths: See Shorter Women's Size Scale, Pg. 38							





NEW DRESSES WITH RADIANT **Young Charm**

These two pages . . . and the two that follow, show you Sears smart new group of young looking **Misses' styles** ESPECIALLY CUT in Women's Sizes 34 to 44

Frisled Collar on a Fine Fabric

Calanese Rayon
Cape Romains

\$4.98

Slender young button-front dress made of our best quality semi-sheer Rayon with woven self rib and enhanced by flashing white Lingerie. A way above-usual buy at Sears value price. Collar and cuffs of permanent finish organdy with embroidered edges are easy to remove and to wash in Lix. Smartly placed tucks slenderize your waistline, shirred yoke back. There's a young tilt to the skirt. Deep hem.

Colors: Navy Blue or Black

Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color, see Size Scale on opposite page

◆31 H 5715—Shipping weight, 1 lb. 6 oz. . . . \$4.98

Youthful Flattery of Lace

Cotton Lace Dress
Rayon Taffeta Slip

\$3.98

Complete

Flower patterned Cotton Lace dress with matching color Rayon Taffeta slip, saves you money, keeps you looking your youngest, prettiest. The roll collar joins an oiled bodice trimmed with bright novelty buttons. Set-in waistline seems to melt away in heat. Flared skirt flares gently. Self-lace and Rayon Taffeta pony. A fascinating fashion to lend an air of importance to all your dressy occasions!

Colors: Powder Blue, Pastel Beige, Camen Pink or Navy. Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color, see Size Scale, opposite page.

◆21 H 5717—Shipping weight, 1 lb. 6 oz. . . . \$3.98

Full Length Coat With Dress

All Rayon
Bemberg Crepe

\$5.98

Coat and dress ensemble. Each piece is complete in itself. Together they make a double-header value in this nationally famous, soft sheer fabric. Sparkling white cotton pique wing-covers (detachable) cover self-revers of the fitted and flared, full length coat. The short sleeved dress with white removable cotton pique at neckline brings women the youth and beauty they admire in misses' styles! Crown slip placket.

Colors: Navy, Clay Brown or Moss Green with White Monotone Print. Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color, see Size Scale, opposite page.

◆31 H 5719—Shpg. wt., 1 lb. 10 oz. 2 Pieces \$5.98

Garments on these two pages marked ◆ are shipped from New York. Send order to Sears nearest Mail Order House, or for these garments alone, send to New York. You pay postage only from nearest Mail Order House preceding next index Page 25 back of the book.

○ X PAGE 35 . WOMEN'S DRESSES
PAGE 37 WOMEN'S DRESSES

THESE CASUAL DRESSES CAPTURE

Youth

Choose this Princess line style, a jacket dress . . . new two-color scheme or the shirtwaist classic. All favorites of Misses . . . All here in Women's Sizes, 34 to 44.



Dress and Jacket

Crown Tented, All Rayon Crepe **\$398**

The youthful jacket of this ensemble has the softly moulded silhouette and longer line that is so important this season. The dress is distinguished by its new 1941 epaulet shoulder, yoke and prettily detailed neck line. Up buttons to waist, the front of the skirt is pleated. A triumph of value and usefulness in this finest quality Crown Tented Rayon French-type Crepe. See small sketch for dress.
Colors: Navy Blue, Copen Blue or Persian Rose (brownish) each with White Mountain Print. Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color. See Size Scale, Page 34B.
◆ 21H5724—Shpg. wt., 1 lb. 12 oz. \$3.98

Color Contrast

All Rayon Shorting **\$398**

Three things make this young dress new and exciting: the popover front buttoned coat style, the fine Rayon fabric with 1941's new shantung texture, and its fashion wise color contrasts. Notched collar, graceful bell sleeves, flared skirt. Fine Rayon fabric, hand washable in Lux suds. Beauty and value—plus!
Colors: Gray Brown 668 with Pastel Blue 654; Cadet Blue 575 with Copen Blue 607 or Persian Rose 323 with White. Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color; see Size Scale, Page 34B. Shipping weight, 1 pound 6 ounces.
◆ 31H5727 \$3.98

Classic Dress

Rayon French-type Crepe **\$298**

Newest young shirtwaist dress! Keeps the fine tailoring that won it such fame, and now adds soft feminine touches. Removable collar of unstiffened white cotton pique, self fabric one beneath. Sparkly stud-type buttons from canver stile collar to beltline, and on mannish cuffs. Crisp pleats in skirt front. Shredded yoke back. Fine Crown tented fabric washes in Lux and tiny new print add extra value to this dress.
Colors: Aqua Green, Gray Copen, Navy each with White Print. Women's Size Range: 34, 36, 38, 40, 42, 44. State size, color; see Size Scale, Page 34B.
◆ 31H5730—Shpg. wt., 1 lb. 4 oz. \$2.98

Coat and Dress in Spun Rayon Sail-Along

\$398
Complete
\$5.98
Value

The costume complete! A fitted, full-length coat, neatly patterned in white . . . over a wearable, useful young dress in pretty plain color. The dress has a flattering surplice bodice, the skirt is slightly flared. Fresh white cotton pique coat-collared whisks off for washing in gentle Lux. In this smart, nubby-textured Spun Rayon fabric, it's easily worth \$5.98.

Colors: Navy Coat with Copen Blue 607 Dress Persian Rose with Sunset Rose 429; or Copen Blue with White. All Coats with pattern in White.

Women's Size Range: 34, 36, 38, 40, 42, 44. State size and color; see Size Scale on Page 34B. Shipping weight, coat and dress, 2 pounds.

◆ 31H5731 Coat and Dress, \$3.98



STYLES THAT SAY
"YOU NEVER LOOKED

Lovelier"

These festive dresses and jacket frocks all have an air of youth . . . all especially cut and detailed to flatter women, sizes 34 to 44.



Outstanding Buy

All Bemberg **\$2.98**
Rayon

Here's our best sheer Bemberg Rayon in a pretty, wearable monochrome print dress! Soft, dressy young details set in shoulder yoke with adjustable tie-neck, button trim, flared skirt. Hand washable - use quick, easy Lux flakes. Colors: Navy, Persian Rose, Copen, each with White print. Women's Size Range 34, 36, 38, 40, 42, 44. State size, color; Scale on Page 34B. Shipping wt., 1 lb. 2 oz. **31 H 5733 \$2.98**

Dressy Costume

\$4.98

Wonderful young wear-everywhere jacket dress in our best Rayon Crepe. Separate jacket has removable white rayon bengaline collar luxuriously trimmed with soutache braid over self-color. Shirred at neck waist (crown up pocket - see opp. view). Colors: Navy, Black. Women's Size Range 34, 36, 38, 40, 42, 44. State size, color; Scale, Page 34B. Shipg. wt. 1 lb. 10 oz. **31 H 5736-2 Pcs., \$4.98**

Dress Plus Bolero

Embroidered **\$6.98**
Dress-Top

Youthful ensemble, separate bolero goes with other things. Dress-top of our finest white eyelet embroidered cotton batiste attached to gored skirt. Crown up pocket. Our best Celanese Rayon Crepe Bolero. Colors: Navy, Black or Persian Rose 323. Women's Size Range 34, 36, 38, 40, 42, 44. State size, color; Scale, Page 34B. Shipping weight 1 pound 10 oz. **31 H 5739-2 Pcs., \$6.98**

The Perfect Basic Dress; in 2 Remarkable Fabrics ->

\$4.98 Eyelet Embroidered
Rayon Jersey

\$2.98 Plain Color
Rayon Crepe

High-style 1941 fabrics are eyelet-embroidered All Rayon Jersey and smooth Rayon Crepe. Perfect fashion partner for each, is this wearable dress adaptable to accessory changes. Shoulder shirring enhances soft fullness over bust set in yoke moulds hips; gored flare skirt. Women's Size Range 34, 36, 38, 40, 42, 44. State size, color; see Size Scale. Page 34B. Shipping weight, each, 1 pound 6 ounces.

All Rayon Jersey; all over embroidered
31 H 5742—White, Black or Copen
Blue **\$4.98**

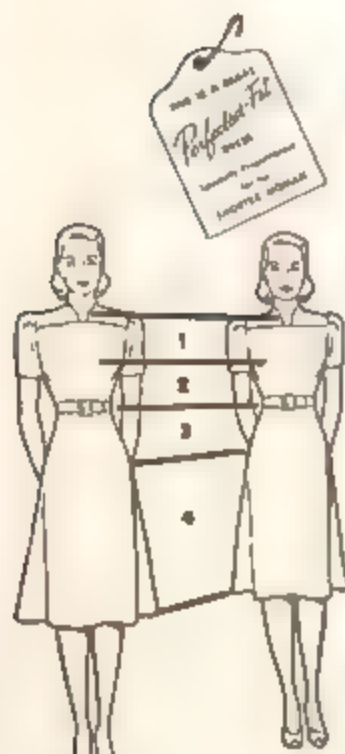
Our Fine Celanese Rayon Crepe Surate
31 H 5744—Navy Blue, Light Teal
Blue 673 or Sunset Rose 429 .. **\$2.98**

Numbers after color names refer to Sears Color-Graph preceding first Index Page in back of the book.



Short Women Look TALLER and Smarter in These

We believe fashion is fit and fit is fashion. You can't have one without the other. The panel below shows you how cleverly proportioned, how scientifically cut, Perfected-Fit dresses are



Ordinary
Size 34

Perfected-Fit
Size 16½

• Sketch shows difference between ordinary sizes 34 to 44 and Perfected Fit Sizes 16½ to 26½.

1 Distance from neck to bust in these dresses is less.

2 Distance from bust to waistline is less.

3 Distance from waistline to hips is less.

4 Distance from hip to hemline is less.

• Ordinary dress in Sizes 34 to 44, that are just cut off at the hemline for shorter women, will not fit through the bust, waist and hips. They must be proportioned at points 1, 2, 3, 4 as described above.



MEASURE...to get a Good Fit

If your height is 5 feet 3 inches or less, Sears-Roebuck Perfected-Fit Sizes for Shorter Women are for you. Use Size Scale below. Measure yourself each time you order. Page 26 explains how.

Size Scale for Shorter Women's Dresses

Size:	16½	18½	20½	22½	24½	26½
Bust:	33	37	39	41	43	45 in.
Waist:	29	31	33	35	37	39 in.
Hips:	39½	41½	43½	45½	47½	49½ in.
Length:	41½	42	42½	43	43½	44 in.

MEASURE YOUR HEIGHT this way

Take off your shoes. Stand against the wall and have someone else mark on the wall the place where top of your head comes. Measure from this place to the floor, and you have your exact height. If it is 5 feet 3 inches, or less... these are the dresses for you!

Our Best Rayon Crepes

\$2.98 In Print
Each or Plain

Perfect all-occasion dress... exceptional value. Tiny tucks at waist, pleats at the shoulder, make you look taller and prettier. The graceful, gathered skirt is slenderizing and easy to wear. Lovely pin at neck; three-quarter length sleeves. In two fine quality fabrics.

Perfected Fit Size Range: 16½, 18½, 20½, 22½, 24½, 26½. State size and color, see Size Scale at left.

Colors: Navy, Black, Persian Rose 429, or Light Teal, Bismarck.

• 31 H 5750 • Ship. wt. 1 lb. 4 oz. \$2.98

Crown Tested Rayon French-type Crepe. Hand washable, so gentle to your skin. Colors: Gray, Lt. Blue, Lt. Rose or White or gold each with colorful print. Shipping weight 1 lb. 4 oz. • 31 H 5753 \$2.98

Redingote Ensemble

\$3.98 Big Value
In Twin Prints

Impressive new redingote costume in a youthful pink dot puts a coat of floating Rayon Chiffon over matching dotted slip of Crown Tested Rayon French-type Crepe. A talented team in our best quality fabrics. Coat is simple and distinguished with rayon grosgrain ribbon outline. Skirted and flared. Its open-wide revers, flower-trimmed, and sleekly belted waistline are happy accompaniment to the slenderizing height giving lines. Deep hem. A not-to-be-missed value where you can wear coat over other dresses.

Colors: Navy, Moss Green or Clay Brown grounds. White dots.

Shorter Women's Size Range: 16½, 18½, 20½, 22½, 24½, 26½. State size, color; see Size Scale at left. Shipping weight, 1 pound 6 ounces.

• 31 H 5755 \$3.98

Flashing White Trim

\$3.98 Rayon Crepe
Romaine

Every shorter woman will want this wonderfully dressy new frock sparkling with white eyelet embroidered on collar and cuffs, that come off easily for washing in gentle Lux suds. Self buttons to the beautifully banded, tuck-trimmed bodice. Below a firmly belted waistline, sweeps a flaring skirt, for that coveted slim young look! Crown nip placket, deep hem. Our better quality Rayon Crepe Romaine, these noteworthy details are on a high-style level with \$5.98 dresses!

Colors: Navy Black, Sunset Rose 429, or Aqua 675.

Shorter Women's Size Range: 16½, 18½, 20½, 22½, 24½, 26½. State size, color; see Size Scale at extreme left. Shipping weight, 1 lb. 6 oz.

• 31 H 5740 \$3.98

Perfected Fit Dresses..Save Alteration

Sizes 16½ to 26½ fit, and flatter, women 5 feet, 3 in. . . or shorter. Belts never too wide; necks are becoming; and gored skirts add to your youth and height



Waven-Stripe or Plain

\$2.98 Spun Rayon
Soil-Along

Strikingly simple young classic style . . . cleverly planned to make you look taller and slimmer. Has 12 ple-decker pockets for prettiness; buttoned front closing for easy dressing. Leather-like belt, youthful convertible collar. Flaring gored skirt. Low-priced for all its fine workmanship and our good quality fabric. Spun Rayon Soil-Along.

Shorter Women's Size Range: 16½, 18½, 20½, 22½, 24½, 26½. State size, color; Size Scale, opp. page. Shipping weight, each, 1 pound 8 ounces.

◆ 31H5765—White Stripes on Cadet Blue, Persian Blue or Clay Brown Grounds.

◆ 31H5768—Plain Colors: Copen Blue 607, Sunset Rose 429; or Pastel Beige 656. \$2.98

Flower-Patterned Lace

\$3.98 With Rayon Taffeta
Slip to Match

Infinately feminine, delightfully flattering lace dress . . . designed with wise lines that give you youth, height, and slenderness. Its attractive neckline is caught by two glittering clips. Shoulders are deeply shirred, skirt is swirl-pleated all around. Underneath it is its own swishy Rayon Taffeta slip. Our better quality exquisitely patterned Cotton Lace wears well, a true \$4.98 value!

Colors: Beige Navy Persian (Med.) Rose or Powder Blue. Shorter Women's Size Range: 16½, 18½, 20½, 22½, 24½, 26½. State size, color. Size Scale, opp. page. Shipping weight, 1 pound 8 ounces.

◆ 31H 5770—Dress and Slip \$3.98

Coat and Dress Ensemble

\$4.98 Double Wear and
A \$5.98 Value

Perfect pair, plain color coat over a demure young print dress. A practical, economical choice because they're smart worn together, or apart. Full-length, slenderizing coat in Celanese Rayon Pebble Crepe. Dress, with charming young neckline, pleated bodice and gored skirt. In Crown Tested Rayon French-type Crepe.

Colors: Navy Coat. Colorful Print on Navy Ground Dress, or Black Coat, Colorful Print on Aqua Ground Dress. Shorter Women's Size Range: 16½, 18½, 20½, 22½, 24½, 26½. State size, color; Size Scale on opposite page. Shipping weight, 1 pound 12 ounces.

◆ 31H 5775 2 Pcs., \$4.98

Jacket and Dress Ensemble

\$5.98 **\$3.98**

Plain Celanese Rayon Printed Rayon. New longer jacket with tiny tucks on pockets repeated on the stunning, complete dress beneath gored skirt. Shorter Women's Size Range: 16½, 18½, 20½, 22½, 24½, 26½. State size, color; Size Scale, opposite page.

Our Best Celanese Rayon Crepe Remains Has removable white over-collar of rayon bengaline. Long-sleeved jacket. Plain Colors: Navy Lt. Teal 673, Persian Rose 323. Shpg. wt., 1 lb. 8 oz.

◆ 31H 5780 2 Pieces \$5.98

Our Best Rayon French-type Crepe

Short-sleeved jacket. Self collar.

Colors: Aqua, Navy or Clay Brown, each with White Monotone Print. Shipping weight, 1 pound 8 ounces.

◆ 31H 5783 2 Pieces, \$3.98

Garments on these two pages marked ♦ shipped from New York. Order pay postage from Sears nearest Mail Order House. Color numbers refer to Color-Graph preceding first Index Page in back of book.

♥ PAGE 39... SHORTER WOMEN'S DRESSES

Sears-Savers in Rayons

BARGAIN DRESSES IN MISSES' SIZES 12 TO 20

\$1.98 Any 2 For **\$3.89**
Each ~~\$2.98 Value~~

Two pages of the Season's winners.
Snap plackets, deep hems on all.
Many are hand-washable in LUX.



All Rayon Sharkskin

A first-rank fashion fabric crepe crepe Rayon Sharkskin, resplendent for this outstanding style—and then priced surprisingly low. This finely tailored dress has royal blue stitching for smart contrast, a handsome eagle emblem on the pocket, and patent leather-like belt. Concealed button front, closing, easy to slip on, convert to peek. Hand washable in LUX Saks.

Misses' Size Range: 12, 14, 16, 18, 20 only. State size, see Size Scale on Page 31. Shipping weight 1 pound 2 ounces.

♦7 H 7049—White only \$1.98

Rayon French-Type Crepe

Our good quality Rayon French-type crepe in a vivid new print. Hand washable in LUX. The appealing young dress has a becoming neckline and high slitting waist line. Belt buckles in back, has a wide front opening skirt is smartly gored. For these details and quality fabric, you expect to pay more than were low price.

Colors: Navy Blue, Aqua Blue or Rose grounds, with Peacock Print. Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color scale, Pg 31. Shipping weight 1 lb. 2 oz.

♦7 H 7046 \$1.98



Rayon French-Type Crepe



Crown-Tested Spun Rayon 12 to 18 Only



All Rayon Bomberg or Plain Grandtawn



Blossom Print

Wear-everywhere dress... with pretty details that look more expensive than they are. It's our fine quality Rayon French-type Crepe, hand washable in LUX. Heart-shaped neckline, draped folds over bodice, which buttons to waist. Smart unpressed pleated skirt front, for a youthful flare.

Colors: Navy Blue or Open Blue grounds.

Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color see size scale on Page 31. Shipping weight 1 pound 2 ounces.

♦7 H 7052 \$1.98

Dirndl Success!

Stripes are wisely used to set off this young dress! Hi-round girlish neckline, flap pocket effects and puffy sleeves are flatterers. Full gathered skirt, a shirred on a neck made of Dress buttons to waist in back. Hand washable. Crown Tested Spun Rayon in Spring colors or Summer white.

Colors: Royal Blue and White, Green and White or White and Red Stripes. Misses' Size Range: 12, 14, 16, 18 only. State size, color scale, Pg 31. Shipping weight 1 lb. 2 oz.

♦7 H 7053 \$1.98

Print or Plain

Sensation-value dress in two remarkable fabrics! A perfect dressy young style, perked up with remarkable white organza bows. Deeply shirred shoulders, full gored skirt. Belt ties in front.

Misses' Size Range: 12, 14, 16, 18, 20 only. State size, color scale, Page 31. Shipping weight, ea. 1 lb. 2 oz.

All Rayon Bomberg Print seldom under \$2.98. ♦7 H 7058 Navy Blue or Moss Green Grd. White Print \$1.98. Grandtawn Rayon-Plain A Sears-exclusive fabric! ♦7 H 7059 Navy only \$1.98.



Success Styles AT BUDGET PRICES

MISSES' SIZES 14 TO 20; WOMEN'S SIZES 40 TO 44

\$1.98 Any 2 For
Each **\$3.89**
\$2.98 Value

Buy your whole wardrobe from this fashion parade of fine-value dresses! Sears Easy Terms are available; see inside Back Cover for details!



Spun Rayon
Rambolina



Granitpau
Rayon



Rayon
French-Type
Crepe



Granitpau
Rayon



Spun Rayon
Rambolina

Stars and Stripes

Most-wanted classic in the most-wanted stripes! Our smart, shantung-textured Spun Rayon Rambolina. Hand-washable; see Lux. Open neckline peaked lapels, star buttons to waist. Full, gored skirt. Patent leather-like belt.

Colors: Dark Copen-and-White; Brown-and-White; Rose-and-White Stripes.

Misses' Size Range: 14, 16, 18, 20 only. See Scale, Page 31. Women's Size Range: 40, 42, 44 only. See Scale, Page 34B. State size, color. Shipping weight, 1 pound 2 ounces.

♦7 H 7047 \$1.98

Sears Own Fabric

This smart button-front dress is wonderfully young and wearable. Its fresh white removable cotton pique collar and cuffs are cotton-mace edged. The skirt is gored and flared for fashion's favor! Our exclusive Granitpau Rayon, in lovely plain colors; smart and slenderizing.

Misses' Size Range: 14, 16, 18, 20 only. See Scale, Page 31. Women's Size Range: 40, 42, 44 only. See Scale, Page 34B. State size, color. Shipping weight, 1 pound 2 ounces.

♦7 H 7078—Navy or Black \$1.98

Radingote Lines

■ unusual scroll pattern print, in this smart red ayote effect dress! Covered buttons and kick pleat are in blending pique color. Short sleeves tie-front waist. Skirt gored in back, unpressed pleats in front. In good quality Rayon French-type Crepe.

Colors: Navy or Rose Grounds, White Print. Misses' Size Range: 14, 16, 18, 20 only. See Scale, Page 31. Women's Size Range: 40, 42, 44 only. See Scale, Page 34B. State size, color. Shipping weight, 1 pound 2 ounces.

♦7 H 7079 \$1.98

Granitpau Rayon

An utterly simple dress—all grace of line and lovely fit! Perfect setting for necessary changes! Deeply shirred shoulder yoke sets off a young "bejeweled" neckline. Buckle belt nips flaring skirt! Sears exclusive richly textured Granitpau crepe suggests.

Colors: Navy Sunset Rose 429 or Aqua 675. Misses' Size Range: 14, 16, 18, 20 only. See Scale, Page 31. Women's Size Range: 40, 42, 44. State size, color, see Size Scale on Page 34B. Shipping weight 1 lb. 2 oz.

♦7 H 7076 \$1.98

Spun Rayon Rambolina

1941's prize shantung-textured casual dress! Fly-front effect, bow-trimmed bodice, unpressed pleated skirt! Convertible collar; leather-like belt. Hand-washable in Lux. Colors: Copen, Rose or Lt. Teal Grounds, White Print. Misses' Size Range: 14, 16, 18, 20 only. See Scale, Page 31. Women's Size Range: 40, 42, 44 only. See Scale, Page 34B. Shorter Women's Size Range: 16½, 18½, 20½, 22½, 24½, 26½. State size, color; see Size Scale on Page 38.

♦7 H 7078—Ship. wt., 1 lb. 2 oz. \$1.98

Anno Williams
Style Advisor to the Nation

Choose this bargain-beauty for you and her! Made up in 3 size ranges: For MISSES for WOMEN and for SHORTER WOMEN

Garments on these two pages marked with a ♦ are shipped from New York. Order and pay postage from Sears nearest Mail Order House. Color numbers refer to Color-Graph preceding first Index Page in back of book.

✕ PAGE 41 DRESSES

BARGAIN UNIFORMS

NOW GUARANTEED
TO WEAR 8 MONTHS

For waitresses, beauticians,
homeworkers and housewives
All these fabrics are washfast
Full cut and sturdily stitched
Quality buttons, Quality trim
Super VALUE and super WEAR

*Guarantee

You must be completely satisfied with
the wearing qualities of the uniform
or we will replace it without
charge if returned with Guarantee Bond
within 8 months of date of purchase



89 Misses' and Women's Sizes \$1.00

Our lowest priced uniform—a value! Our better washfast Cotton Linene Colors Uniform Blue 561 Apple Green 711 or Auberry White 421. State size, color. Shipg. wt., ea. 1 lb.
27 H 9781 Misses' Size Range: 14, 16, 18, 20 only. Size Scale below. Women's Size Range: 40, 42, 44 only. Size Scale, Page 49. Ea. 89c
27 H 9782 Short Sleeve Range: 45, 47, 49, 51, 53 only. Size Scale, Page 67. Ea., \$1.00

\$1.00 Misses' and Women's Sizes

Standardizing uniform, yoke back buttoned front, removable fresh water pearl buttons. Better washfast Percale. Colors: Navy and White or Wine and White Stripes. White collar and cuffs.
Misses' Size Range: 14, 16, 18, 20 only. Size Scale below. Women's Size Range: 40, 42, 44 only. See Size Scale on Page 49. State size and color. Shipping weight, 1 pound.
27 H 9783 . . . Each, \$1.00

\$1.00 Misses' and Women's Sizes

Zip-closed Uniform with white elastic trim and sun ray tucked bust. Detachable belt. Our better quality washfast Cotton Broadcloth. Colors: Uniform Blue 561 Apple Green 711 or White.
Misses' Size Range: 14, 16, 18, 20 only. Size Scale below. Women's Size Range: 40, 42, 44 only. See Size Scale on Page 49. State size and color. Shipping weight, 1 pound.
27 H 9700 . . . Each, \$1.00

Famous Bargain Uniform Value and Variety

\$1.00 Choice of Three Washfast Fabrics
Each Misses and Women's Sizes

- All White, Plain Colors or Gray Checks
- 11 buttons all the way down the front
- Button cuff long sleeves or short sleeves

In each of its many splendid fabrics and colors, this uniform is well made, professionally styled, and cut to slenderize. Twelve rows of fine tucks run from yoke to hem. The buttoned front closing makes it easy to slip on and off, easy to launder. Green pearl buttons are removable. Separate belt, money pocket.

Misses' Size Range: 14, 16, 18, 20 only. Size Scale below. Women's Size Range: 40, 42, 44 only. See Size Scale, Page 49. State size, color. Shipping weight, each, 1 pound.

Our Better Quality Cotton Poplin

All White, Pre-shrunk (max. shrink only 3%) Washfast
27 H 9779 Long Sleeves, button cuffs.
27 H 9776 Short Sleeves \$1.00

Val-dyed Cotton Poplin—Plain Colors

Pre-shrunk (max. shrink only 3%), Long-wearing
Launders easy and well. Colors: Uniform Blue 561 or Apple Green 711 each with White collar, cuffs.
27 H 9777 Short sleeves only \$1.00

Loamless Percale in Printed Checks

Our better quality Washfast Launderers well. Colors: Blue and White or Wine and White checks, each with White collar and cuffs.
27 H 9778 Short Sleeves only \$1.00

Misses' Size Scale

Measure to get a good fit. Read Page 26 for more interesting facts. Note: All garments come with the size and below. See each description for the size you want.

Size	12	14	16	18	20	22
Bust	30	32	34	36	38	40 in.
Waist	24	26	28	30	32	34 in.
Hips	33	35	37	39	41	43 in.
Length	42	42½	43½	44	44½	45 in.



\$1.19 In Sizes for Misses

Youthful Uniform in Princess style! It buttons from neck to hem, has smart bodice fullness and flattering waisted skirt. Dainty white elastic trim, tie-back waist shows your waistline. Novelty pockets. Our better quality Cotton Poplin, pre-shrunk (maximum shrinkage 3%). Washfast colors. Colors: White Uniform Blue 561 or Apple Green 711.
Misses' Size Range: 12, 14, 16, 18, 20, 22. State size, color. Size Scale at left. Shipping weight, 1 pound.
27 H 9780 . . . Each \$1.19

\$1.19 Misses' and Women's Sizes

This neatly tailored uniform brings you smart style and rich quality at a spectacular value! A 17-inch zip-closing fastens the front, dainty tucking on bodice, collar and pocket. Our better Cotton Poplin, washfast, pre-shrunk (max. shrinkage 3%), Colors: White Uniform Blue 561 or Apple Green 711. Misses' Size Range: 12, 14, 16, 18, 20 only. Size Scale at left. Women's Size Range: 40, 42, 44 only. Size Scale, Page 49. State size, color.
27 H 9784—Shipg. wt., 1 lb. \$1.19

Color numbers refer to Color-Graph preceding first Index Page in back of book. For Nurses' Orders and White Laundry, see Index.



\$1.98 Misses' Women's Sizes
2 for \$3.89

Front-buttoned uniform; belt set in at back. 3-in. hem. Better Cotton Poplin, Sanforized-Shrunk (max. shrinkage 1%). Misses' Size Range: 14, 16, 18, 20 only; Size Scale, opposite page. Women's Size Range: 40, 42, 44 only; Size Scale, Page 49. State size, color. Shpg. wt., ea., 1 lb. 4 oz. 27 H 9670—Long Sleeves. White only. 27 H 9671—Short Sleeves. White only. 27 H 9672—Short Sleeves. Colors: Blue 561, Apple Green 711, Fuchsia Pink 470; White collar, cuffs. Each.....\$1.98.....2 for \$3.89

\$1.98 Misses' Women's Sizes
2 for \$3.89

Princess-style uniform, with six slanting gores; 20-inch Crown slip, 3-in. hem. Separate belt. Our better quality Cotton Poplin; Sanforized-Shrunk (max. shrinkage 1%). Colors: Blue 561, Green 711, Fuchsia Pink 470, each with White trim; also All White. Misses' Size Range: 12, 14, 16, 18, 20 only; Size Scale, opposite page. Women's Size Range: 40, 42, 44 only; see Size Scale, Page 49. State size, color. Shipping weight, each, 1 lb. 4 oz. 27 H 9648—\$1.98 Each; 2 for \$3.89



\$1.98 Three Size Ranges
2 for \$3.89

Laboratory-type uniform, slips on like a coat. Half-belt buttons in back. Our better quality washfast Cotton Poplin; Sanforized-Shrunk (max. shrinkage 1%). Colors: White, Uniform Blue 561, or Green 711. Misses' Size Range: 12, 14, 16, 18, 20 only; Size Scale, opposite page. Women's Size Range: 40, 42, 44 only; Size Scale, Page 49. Stout Size Range: 45, 47, 49, 51, 53 only; Size Scale, Page 57. State size, color. Shpg. wt., ea., 1 lb. 4 oz. 27 H 9685—Each.....\$1.98.....2 for \$3.89

\$1.98 **\$2.89** **\$2.98**
Cotton Poplin Two-ply Cotton Poplin Rayon Sharkskin

Princess style; gored skirt, separate belt. 20-in. Crown slip; 3-in. hem. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size; Shpg. opp. page. Shpg. wt., ea., 1 lb. 4 oz. Our Better Cotton Poplin—White. Sanforized-Shrunk (max. shrinkage 1%). 27 H 9679—Long Sleeves (Ea. \$1.98) 27 H 9680—Short Sleeves (2 for \$3.89) Our Best 2-Ply Cotton Poplin—White. Sanforized (max. shrink. 1%). Sturdy weight gives extra wear; lustreous finish. 27 H 9681—Long Sleeves 27 H 9682—Short Sleeves. Each \$2.89 Our Best All Rayon Sharkskin—White. (Not Sanforized or guaranteed). 27 H 9683—Long Sleeves 27 H 9684—Short sleeves... Each \$2.98

Save 50¢ to \$1.00 on
SEARS PROFESSIONAL

Quality Uniforms

SANFORIZED COTTON POPLINS

Max. Fabric Shrinkage 1%

*GUARANTEED TO WEAR 1 YEAR

- For nurses, dentists' or doctors' helpers, laboratory workers and dieticians...
- Cut to combine comfort and style
- All have self-fabric arm shields
- All long sleeves are surgical type
- Important seams are double stitched
- Removable Ocean Pearl buttons...

5%
Reduction
on orders of
6 or more
Uniforms

* Guarantee

You must be completely satisfied with the wear of this uniform...or we will replace it without charge if returned with Guarantee Bond within one year of date of purchase

Miss America

Nurses' Cap
25¢

Endorsed by Anne Williams and...
Approved by America's "Women in White"

Misses' and Women's Sizes. Famous for its superb fit, wonderful style, quality details...in three fine fabrics. Convertible collar. 3-inch hem, smart tucking. Trim set-in belt. Pre-arranged gored skirt. Misses' Size Range: 12, 14, 16, 18, 20 only; see Size Scale, opposite page. Women's Size Range: 40, 42, 44 only; see Size Scale, Page 49. State size and color. Shpg. wt., each, 1 lb. 4 oz.

Our Better Quality **\$1.98** 2 for \$3.89
Cotton Poplin

A quality fabric; wears and washes well. Sanforized-Shrunk (maximum fabric shrinkage 1%). In White Only. 27 H 9677—Long Surgical-type Sleeves 27 H 9678—Short Sleeves Each, \$1.98.....2 for \$3.89 Plain Colors: Uniform Blue 561 or Apple Green 711; White Collar and cuffs. Short Sleeves only. 27 H 9644.....Each, \$1.98.....2 for \$3.89

Our Best Quality **\$2.89**
2-Ply Cotton Poplin

Sturdy weight gives extra wear. Sanforized-Shrunk (maximum fabric shrinkage 1%). Has lustreous finish. Lustrous beautifully. In White Only. 27 H 9686—Long Surgical-type Sleeves 27 H 9687—Short Sleeves.....Each \$2.89

Our Better Quality **\$2.98**
Rayon Sharkskin

Smooth, crisp, drusy uniform in White only. (Not Sanforized or guaranteed). 27 H 9646—Long Surgical-type Sleeves. 27 H 9647—Short Sleeves.....Each.....\$2.98

Cap—better quality White Cotton Nurses' Cap. One Size—fits every headsize. White only. Shipping weight, each, 3 ounces; three, 8 ounces. 27 H 9622—Each 25¢;.....3 for 69¢

Be sure to state uniform size—check with the description to make sure that the garment you order comes in the size you want.



Popular Fashions in Rayon

STYLED FOR HOME OR STREET. . WORTH \$4.98

Smartest, best-liked Spun Rayons
.. Tremendous Value in Every Dress!

SEARS PRICE

\$1.39
Each

- Every fabric and color is hand-washable
- Important seams pinked
- Styled to launder very easily and iron quickly
- Each dress is cut to a figure-fit pattern, neatly sewn and finished



Misses' Sizes
12 to 20

Juniors' Sizes
8 to 17

Misses' Sizes
12 to 20

Misses' Sizes
12 to 20

Floral Print

Smart shirtwaist frock for home, street, general all 'round wear! Our better hand-washable Crown Tested All Spun Rayon in a dainty, delicately colored spring flower print. Plenty of expensive-looking details... fine shoulder tucking, soft open neck collar, four stitched patch pockets, patent leather-like belt.

Misses' Size Range: 12, 14, 16, 18, 20 only. State size; see Size Scale on Page 41A. Shipping weight, each, 14 ounces.
27 H 8800—Aqua Green Ground, Floral Print.
27 H 8801—Light Brown Ground, Floral Print. **\$1.39**

Daisy Applique

Just for Juniors... this important fashion of color contrast in an adorably young style—white pique daisies applied on dark colors. Perfect for work, for street. Crown zip closed neckline. Slim, figure-flattering midriff. The back cash. Our better quality hand-washable Crown Tested All Spun Rayon.

Juniors' Size (Net Age) Range: 11, 13, 15, 17. State size; see Size Scale at right. Shipping weight, 1 pound.
27 H 8802—Navy with White Trim.
27 H 8803—Dark Brown 221 with White Trim. **\$1.39**

2-Way Stripes

New crossbar print in your favorite shirtwaist style dress. There's lots of swing and swirl in the full flared skirt—flattery in the crisp young style. Trimmed with white pique collar and cuffs, bright Red buttons and a wide, leather-like belt. Made of our better quality hand-washable Crown Tested All Spun Rayon.

Color: Navy and White Crossbar Print.
Misses' Size Range: 12, 14, 16, 18, 20 only. State size; see Misses' Size Scale on Page 41A. Shipping weight, each, 14 ounces.
27 H 8804 **\$1.39**

Lace-Trimmed

Perfect dressy type in a young flapper print... a success fashion! Right for special occasions or all day wear at home. Lace daisies outline the neck and figure moulding bodice. Soft shoulder shirring. New front pleated skirt. Tie-back belt. Our better quality hand-washable Crown Tested All Spun Rayon.

Misses' Size Range: 12, 14, 16, 18, 20 only. State size; see Size Scale on Page 41A. Shipping weight, each, 14 ounces.
27 H 8804—Copen Blue Ground with Floral Print.
27 H 8803—Rose Ground with Floral Print. Each **\$1.39**



Twin Print Dots

② This button front dress combines the new twin-print dot fashion with a figure-slimming style! A perfect dress for all-day wear. Soft shirring at waistline. Full skirt. Our better quality washfast All Spun Rayon, Crown Tested for wearing satisfaction.

Misses' Size Range: 16, 18, 20 only; see Size Scale, Page 41A. Women's Size Range: 40, 42, 44 only; Size Scale on Page 49. State size. Shipping weight, each, 1 pound.

27 H 8808—Navy and White Twin Print Dot.
27 H 8809—Wine and White Twin Print Dot. Each **\$1.39**

Slimming Novelty Stripes

① Slender surplice dress in a pretty novelty stripe that flatters a woman's figure. It's a perfect style for home or street. Shirred shoulders, front plait in skirt. Our better quality hand-washable Crown Tested All Spun Rayon.

Misses' Size Range: 16, 18, 20 only; see Size Scale on Page 41A.

Women's Size Range: 40, 42, 44 only; see Size Scale on Page 49. State size and color. Shipping weight, each, 14 ounces.

27 H 8810—Green with Novelty Stripes.
27 H 8811—Copen Blue with Novelty Stripes. Each **\$1.39**

~~~~~ Measure to get a good fit ~~~~~

Be sure to state size—check with the description to make sure that the garment you order comes in the size you want. Page 26 explains the quickest and best way to use Size Scale below. Read page 26 before ordering!

|                  | Junior Size Scale |     |     |            |
|------------------|-------------------|-----|-----|------------|
| Size: .....      | 11                | 13  | 15  | 17         |
| Bust: .....      | 29                | 31  | 33  | 35 inches  |
| Waist: .....     | 24                | 25½ | 26½ | 28½ inches |
| Hips: .....      | 32½               | 34½ | 36½ | 38½ inches |
| Dress Length: .. | 40½               | 41½ | 42  | 42½ inches |





# "WE WANT QUALITY DRESSES IN Sanforized-Shrunk Cottons"

... American women told Sears-Roebuck.  
So we made them 6 winners, shown here,  
then added extra value to every dress!

SEARS PRICE

**\$1.39**  
Each

Misses' and  
Women's Sizes  
\$1.98 Value

- Sanforized-Shrunk (maximum fabric shrinkage, 1%)
- Colors and styles are all smart and practical
- Easy to wash and iron
- Easy to put on, take off



(B)  
Misses' and  
Women's  
Sizes

Women's Sizes

Also  
Stout Sizes **\$1.59**  
Each

See Sears Easy Terms  
on Inside Back Cover

**(A) SLENDERIZING SHIRTWAIST style** ...  
This trim flatterer in crisp candy stripes! And it  
comes in two fine Cotton fabrics! Has convertible  
collar, and buttons from neck to hem in coat-  
style closing. Shirred yoke back. Simulated  
leather belt. A great Sears-Roebuck value!

Women's Size Range: 34, 36, 38, 40, 42, 44.  
Stout Size Range: 45, 47, 49, 51, 53 only. State  
size, color; Size Scales, Pg. 67. Shpg. wt., 14 oz.

Washfast Cotton Pique, (illustrated above) San-  
forized-Shrunk (max. shrink, 1%). Colors: Red  
or Sailor Blue, with White Stripes.

27 H 9330—Women's Sizes in Colors above, \$1.39

27 H 9331—Stout Sizes in Colors above, \$1.59

Striped Cotton Searsocker, (see swatch (C) below).  
27 H 9264—Washfast, not Sanforized. Women's  
Sizes in Blue-and-Gray, Green-and-Brown, or  
Red-White-Blue, \$1.39

27 H 9315—Stout Sizes in Red-White-and-Blue  
or Green-and-Brown Stripes, \$1.59

**(B) FLATTERING PRINCESS** lines make this  
flower print dress a fashion winner! Trimmed  
with colorful, contrasting corded piping. 18-inch  
Crown zipper closing down the front. Kick pleat  
for extra freedom. Tie-back sash. Gathered yoke.  
2-inch hem. Our better quality washfast, San-  
forized-Shrunk Cotton Poplin (max. shrinkage 1%).  
Colors: Dark Copen or Rose Grounds. Misses'  
Size Range: 14, 16, 18, 20 only. Size Scale, Page  
41A. Women's Size Range: 40, 42, 44 only. Size  
Scale on Page 49. State size and color.

27 H 9329—Shpg. wt., each, 1 lb., \$1.39



(C) Searsocker (Not Sanforized)



(B) Poplin



(E) Poplin



(F) Linen-like Texture



(G) Pique

Misses' and  
Women's Sizes (D)

Order Your Regular Size . . . Make No Allowance. Sears Cottons Are Full Cut!

**(D) BUTTON-FRONT**  
dress. Shutter plants.  
Convertible collar. Fine  
quality washfast Cotton  
Poplin, Sanforized-  
Shrunk (max. shrinkage  
1%). Colors: Teal-and-  
Wine or Sailor Blue-and-  
Navy Dotted Stripes.  
Misses' Size Range: 14,  
16, 18, 20 only. Size Pg.  
41A. Women's Size  
Range: 40, 42, 44 only.  
Size Scale, Pg. 49. State size,  
color. Shpg. wt., 1 lb.  
27 H 9215, \$1.39

**(E) FULL-SKIRTED**  
shirtwaist dress, but-  
toned bodice, set-in waist-  
band. Better washfast  
Sanforized Cotton with new  
linen-like texture. San-  
forized-Shrunk (max.  
shrinkage 1%).  
Colors: Rose or Aqua  
Green ground prints.  
Misses' Size Range: 12,  
14, 16, 18, 20 only. State  
size, color. See Size  
Scale, Page 41A. Shpg.  
wt., 14 oz.  
27 H 9326, \$1.39

**(G) SMART PIQUE**, in  
button front style.  
Well-made; low-priced!  
White eyelet pique collar,  
cuffs. Better quality  
mercerized Cotton Pique,  
Sanforized-Shrunk (max.  
shrinkage 1%).  
Colors: Sky Blue, Rose  
Pink 401 or White. White  
Collar, Cuffs. Misses'  
Size Range: 12, 14, 16,  
18, 20, 22. State size,  
color; Scale, Page 41A.  
Shipping weight, 14 oz.  
27 H 9328, \$1.39

**JUST FOR JUNIORS**—  
Full-skirted, printed  
frock with slim-fitted  
waist! Zips down back  
from neck to hips. Our  
better quality washfast  
Slub Cotton Poplin, San-  
forized-Shrunk (max.  
shrinkage 1%). Colors:  
Multicolor Dot, White  
ground. Juniors' Size  
(Not Age) Range: 11, 13,  
15, 17 only. State size;  
Size Scale, Page 42.  
Shpg. wt., 14 oz.  
27 H 9327, \$1.39



Juniors' Sizes  
11 to 17





**SAILOR - SWING,**  
Junior favorite! Middy  
collar, nautical details,  
whirling skirt. Many  
rows of contrasting  
binding. Big value—  
see reasons at right.  
Our finer quality wash-  
fast Percale.

**Juniors' Size Range:**  
11, 13, 15, 17.

**State size; Size Scale,**  
Page 42. Shipping  
weight, each, 10 oz.

**27 H 8826—Star Print**  
on Red

**27 H 8827—Plain**  
Navy (see  
small  
sketch) **\$1.00**



2 PAGES OF AMERICA'S

# BIGGEST DOLLAR VALUES

## Susan Sears Cottons

Fresh, Young, Day-Long Dresses for Juniors, Misses, Women..

Styles for Home or Street Wear.. Fine Fabrics, Well Made

**SIX REASONS** why these are a great buy:

- Full skirts are gathered, pleated or gored
- Fine details; real buttonholes, good pockets
- All seams firmly sewn; important ones pinked
- Cool, fresh, better quality washfast fabrics
- Lovely choice of plain colors or new prints
- All easy to wash and iron; without fussy trim

**\$1.00**  
Each  
~~\$1.49~~ Value

**2 for \$1.89**

The Five Dresses on This Page  
Come in Juniors' Sizes  
(not age) 11 to 17  
See Size Scale, Page 42.



↑  
**OUR PRETTIEST PLAID** for  
Juniors! Wonder-value; see  
reasons above! Novelty braid  
edges collar and sleeves. Bet-  
ter quality washfast Percale.  
**Juniors' Size Range:** 11, 13,  
15, 17. **State size;** see Size  
Scale, Page 42. Shpg. wt. 10 oz.  
**27 H 8824—Red, White**  
and Blue Plaid.....**\$1.00**

↑  
**MOTHER-AND-DAUGHTER** sizes in  
this 2-piece jumper dress. (Daughter's on  
Page 238, letter A). Wear it without  
blouse; wear with other blouses. Big  
value—see reasons above! Two finer  
quality washfast fabrics.

**Juniors' Size Range:** 11, 13, 15, 17.  
**State size;** see Size Scale on Page 42.  
Shipping weight, each, 12 ounces.

**27 H 8815—Cotton Linene;** Navy-and-  
White Checks; Red Blouse. 2 Pieces.

**27 H 8816—Percale;** Red-White-  
Blue Stripes; Blue Blouse. 2-Pcs. **\$1.00**

←  
**BOW CHARMER**—Juniors love  
it! Bright plaid collar, bow, piping!  
Slim princess lines, tie-back belt.  
Button front opens to hips. Big  
value—see reasons above. Made of  
our finer quality washfast Cotton  
Broadcloth.

**Juniors' Size Range:** 11, 13, 15, 17.  
**State size;** see Size Scale, Page 42.  
Shipping weight, each, 10 ounces.

**27 H 8822—Plain Blue**

**27 H 8823—Apple Green** 711 **\$1.00**

↑  
**STRIPED TWO-PIECE** suit for Jun-  
iors. Double-breasted jacket, buckle-  
back belt; full-gored skirt. Wear to-  
gether, or separately with other  
things. Great value for reasons above!  
Our finer quality washfast Percale.  
**Juniors' Size Range:** 11, 13, 15, 17.  
**State size;** see Size Scale, Page 42.  
Shipping weight, 10 ounces.

**27 H 8820—Red and White Stripes.**  
**27 H 8821—Navy and White**  
Stripes..... 2 Pieces **\$1.00**